



## SUSTAINABLE MARKETING AND POSITIONING STRATEGY (PUBLIC TRAINING)

<b>Course No.</b>	<b>PT-Sust-Marketing-JBD-Ver1B</b>
<b>Instructor</b>	<b>AAI Instructor</b>
<b>Descriptions</b>	<p>Companies today operate in a fast-paced, highly unpredictable business environment, where innovation and entrepreneurial approaches are rewarded. In such an environment, owning a unique position in the marketplace can often mean the difference between success and failure.</p> <p>Having a strong understanding of the competitive landscape, and company’s optimal positioning within it, which can provide the strategic advantage needed for that success.</p> <p>Marketing is a dynamic and an exciting field, a key tool in confronting the challenges of the enterprises. People often confuse marketing with advertising and sales.</p> <p>The course is an integration of all marketing elements in a strategic planning framework. It emphasizes areas of strategic importance, especially those that have significant implications and relevance for marketing policy decisions in competitive situations.</p> <p>The course is concerned with strategic market management and strategic planning. The focus is on strategic decisions that have long-term impact on the organization and positioning is difficult and costly to reverse.</p> <p>The strategic decision making process is supported by an analysis of the organization’s external environment. The environment and an internal self-analysis of the organization.</p> <p>This marketing course is intended for participants who want to increase their knowledge of aspects that affect market positioning, and of theories and methods for advanced marketing strategy. The course also focuses on advanced market analysis and development of decision making skills.</p>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Develop effective market strategy based on thorough analysis regarding internal and external environment.</li> <li>• Learn how to recognize situations that require market strategy.</li> <li>• Gain an understanding of the market strategy that could be used to address specific business issues.</li> <li>• Broaden participants’ understanding of market positioning.</li> </ul>



	<ul style="list-style-type: none"> <li>• Develop practical skills that participants can use to establish competencies in:             <ul style="list-style-type: none"> <li>○ How to assess the competitive landscape in the industry.</li> <li>○ How to design a competitive corporate strategy.</li> <li>○ Core frameworks in strategy and corporate entrepreneurship.</li> <li>○ Business model design for new growth.</li> <li>○ Strategies for repositioning.</li> </ul> </li> </ul>
<p><b>Target Audience</b></p>	<p>The training is designed for those who manage or interact with market, and suitable for new professional to the field or an experienced professional as well, this training program will give the participants a deeper understanding of the market positioning process and market strategizing, and can be classified as:</p> <ul style="list-style-type: none"> <li>• Vice presidents</li> <li>• General managers</li> <li>• Sales and marketing executives</li> <li>• Finance executives</li> <li>• Operations executives</li> <li>• Any position impacting company strategy</li> </ul>
<p><b>Duration</b></p>	<p>2 days</p>
<p><b>Date</b></p>	<p>Please see our schedule or contact our office.</p>
<p><b>Place</b></p>	<p>Sapphire Sky Hotel (BSD) or else.</p>
<p><b>Cost</b></p>	<p>Please contact AAI office.</p>
<p><b>Course Contents and Descriptions</b></p>	<p><b>a. Perspectives on Strategy</b>          This module highlights key challenges facing contemporary firms in a globalized world. The Participants will gain an interdisciplinary understanding of the business context and the intertwined nature of its events and processes, and covers subjects as:</p> <ul style="list-style-type: none"> <li>• Compare theoretical perspectives on management, entrepreneurship, and marketing strategies.</li> <li>• Propose solutions to cope with internal and external strategic challenges and complexities.</li> <li>• Propose appropriate strategies to meet key dilemmas of innovation, relating to product, process, organization, marketing and business models.</li> <li>• Critically reflect upon the consequences of strategic choices and assess the need for further knowledge and skills.</li> </ul>



**b. Strategizing- Planning and Processes**

This segment of training describes the process for designing the future strategies for the business or business area. It is acknowledgeable that the environment, the opportunities and the plans change over time, but consider strategic plans and programs an important tool in aiding the marketing manager to make sense of environmental and organizational dynamics, the module covers subject such as:

- To demonstrate analytical and integrative skills in solving advanced tasks within strategic marketing.
- To apply acquired knowledge and understanding from this module as well as from previous courses to design a marketing plan within given timeframes.
- To Work effectively independently, in teams, and with external organizations.
- Orally and in writing for stakeholders, present analyses, ideas and marketing plan developed and/or drawn by the team or individually.
- To Evaluate own competence and own need for competence development in order to work with strategic marketing.

**c. Mapping the Market**

This segment of training shall describe on how to identify an appropriate segment of the market to target, the challenge is to position the product so that it meets the needs and wants of the target customers. Also, how to use a market map or the perceptual map. The market map illustrates the range of positions that a product can take in a market based on two dimensions that are important to customers.

**d. Value Engineering in Marketing**

This segment of the training shall describe to the participants on attracts and supports capturing prospective customers, positions the supplier as a strategic partner, not a vendor, to customers, creates value for it's customers and for the supplier drives the continual improvement of the business. This is a systematic method to improve the value of goods or products and services by using an examination of Function. Value, as defined, is the ratio of Function to Cost. This marketing value engineering shall encompass:

- Value Innovation: Repositioning and Disruptive Positioning.
- Value Co-Creation and Entrepreneurial Marketing Strategies.

**e. Marketing Channel Strategy**

In marketing, the term place is the marketing channel. Channel function, design and strategy will all be explored and applied to real-life cases. Participants will define marketing



	<p>channels and learn how to leverage them to deliver messaging to potential costumers.</p> <p>Finally, participants will dive into the world of international marketing and distribution through the use of channel expansion strategies. Discover the nuances of global markets, recognizing and identifying the types of global organizations and exploring the pros and cons of globalization.</p> <p><b>f. Strategic Marketing Communications</b> This segment of training shall describe to the participants on the function of marketing communication that will assist in developing brand awareness, which means that consumers translate product information into perceptions about the product's attributes and its position within the larger market.</p> <p><b>g. Marketing Strategy and Competitive Positioning</b> This segment of training shall describe to the participants on the competitive positioning which is about defining how the company will differentiate offering and create value for company's market. It's about carving out a spot in the competitive landscape, putting the stake in the ground, and winning mindshare in the marketplace as being known for a certain something, based on suitable and effective marketing strategy.</p> <p><b>h. Markets Globalization: Defensive &amp; Offensive Competitive Strategies</b> This segment of training describes markets globalization is a synergistic of combining the promotion and selling of goods and services with an increasingly interdependent and integrated global economy. The globalization makes companies stateless, without walls, with the Internet an integral marketing and cultural tool. Understanding customer needs within target countries helps formerly ethnocentric companies build a global marketing mix where product, price, place and promotion are geared toward specific country needs.</p> <p><b>i. The Basic of Market Research</b> This segment of training provides to the participants basic comprehensive knowledge on marketing research and covers the subjects such as:</p> <ul style="list-style-type: none"><li>• Introduction, Evolution and Emerging Issues of Market Research.</li><li>• Primary and secondary research.</li><li>• The Marketing Research Process, Research Methods and Design.</li><li>• Research objectives.</li><li>• Research design.</li><li>• Content.</li></ul>
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	<ul style="list-style-type: none"><li>• An introduction to research methodologies.</li></ul> <p><b>j. Cases</b> This part of the training shall divulge and highlight to the participants practical and particular cases related to the subject of Market Strategy and Competitive Positioning.</p>
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For further inquiry, please contact Hendrawan YUSDANTO (HP/WA: 0812-22389800) or at 021-29168695.

Email: [aai.sekretariat@gmail.com](mailto:aai.sekretariat@gmail.com)

Website: [www.americanacademyindonesia.com](http://www.americanacademyindonesia.com)

FB: Sekretariat Aai