



actanda  
learning by doing



# STRATEGIC MARKETING PROGRAM

Optimize the profitability of your portfolio

## OVERVIEW

This program addresses strategic marketing concepts from portfolio analysis to pricing, including strategic negotiation and brand lifecycle management. Practical guidance on maximizing commercial contribution helps participants to learn how to reach optimal results according to the set objectives and constraints. It is available in blended learning and in-class versions.



Language(s) available: English,  
Russian, Chinese

**PROGRAM FOR**  
Senior Product Managers, Brand Managers, Marketing  
Directors, Commercial Excellence Managers

## **DEVELOPMENT NEEDS ANALYSIS**

*ONLINE TEST*

Measure your level of knowledge before starting the program and compare your score to the industry benchmark.

## **PORTFOLIO ANALYSIS**

*ELEARNING*

Learn how the screening grid summarizes information and gives strategic managers important insight to balance their investment decisions. We will look factors that should be used to evaluate market attractiveness and competitive strengths and how to use the grid to prioritize your promotional investments.

## **FINANCE FOR MARKETING**

*ELEARNING*

Go through the P&L structure and ratios, learn the objectives and process of reviewing, budgeting and adjusting financial projections and business plans and finally the key financial indicators used to select new products or prioritize existing products.

## **PRICING**

*ELEARNING*

Review the importance of stakeholders and evaluate how they influence the pricing process before discussing the impact of the business environment and price drivers. Look at the most common pricing research techniques and how they can be used to guide your pricing decisions.

## **STRATEGIC NEGOTIATION**

*ELEARNING*

Look at the importance of listening and direct communication skills, before moving on to understanding how to set the scene for negotiation. Explore the 8-step negotiation process and possible outcomes, before finishing with tactics, traps and tricks to look out for, as well as when to make concessions or walk away with the option to reconvene.

## **MARKET EXPANSION AND PENETRATION**

*ELEARNING*

Review of the principles of strategy before looking at models and practical techniques to help you think differently about your marketplace and identify areas of potential sales.



## ALTERNATIVE BUSINESS MODELS

*ELEARNING*

Explore business models and organizational structure, investigate the factors influencing the choice of organizational design, and identify key considerations required of management teams before exploring some of the alternative business models available.

## BRAND LIFE CYCLE MANAGEMENT

*ELEARNING*

Fewer products coming to market mean that companies have to maximise revenues for their products at each and every stage of the product lifecycle. Learn how.

## BUILDING AN INNOVATION CULTURE

*ELEARNING*

Look at innovation through various lenses, introducing you to some useful models and practical tools to help you think differently about your products and identify the opportunities for innovation within your marketplace.

## STRATEGIC MARKETING

*IN-CLASS*

This 2-day in-class session uses the Simfact Strategic Marketing serious game. Serious games provide the highest learning retention rates and effectively incorporate new competencies and theory, changing peoples' mind-sets in the shortest possible timeframe.

Participants will manage a portfolio of 9 products at different stages of their life cycle. Decisions to be taken include product prioritization, promotional investments, pricing and negotiation. They will process the simulation to see the impact of their plan over a period of 4 years.

## EBOOK

*ONLINE BOOK*

Review the subjects covered during the program and be well prepared for the post-evaluation assessment.

## POST EVALUATION AND CERTIFICATION

*ONLINE TEST*

Test your knowledge and measure your score by improvement and compared to the industry benchmark. Download your certificate.





TO LEARN MORE ABOUT THIS  
PROGRAM AND HOW WE CAN  
MEET YOUR SPECIFIC NEEDS,

*CONTACT ACTANDO AT*

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