

# Marketing Management

IN ENGLISH

The Marketing Management Seminar is an intensive course that introduces the methods, processes and effects of modern marketing.

## Concept

**Marketing is an important driver of success. Even the best product or the most innovative offer cannot be successful if customers do not need it, want it or know about it. The most important purpose of marketing is to coordinate market needs and requirements with a company's capabilities and potentials. Concentration on very specific customer benefits enables price flexibility due to competitive advantages, customer preferences and efficiency in sales. Three core aspects need to be optimized:**

### Marketing Culture

**The main concerns of every marketing philosophy are to align all organizational entities with customer needs and to create an overall orientation on total customer satisfaction. This is a challenge for all employees of an organization: customer orientation is not just about marketing and sales. The question is how to develop and cultivate a customer-oriented mindset.**

### Marketing Concept

**The marketing concept defines how a company will achieve market success. Participants learn how to develop, evaluate and implement a marketing concept.**

### Sales Management

**The best concepts are worthless without brisk sales. How can a company increase sales performance, develop new sales systems and design new distribution channels?**

## Topics

### Rules of the Market

- > Logics of the market
- > Effects of diverse market constellations
- > Success in pioneer markets, growing markets, saturated and shrinking markets. Can markets be created?

### Market Analysis

- > Developing and evaluating market analyses
- > Research of customers and end-user behavior
- > The importance of competitive analysis. Conducting competitive analysis and gathering competitive intelligence.
- > Is there a measurable dynamic that may offer external and internal customers significant potential benefits?
- > Measures to sustainably improve customer focus

### Marketing Strategy

- > Vision, corporate and business strategy are prerequisites for the marketing strategy
- > Corporate identity, business mission, image strategy and branding
- > Proper strategic positioning leads to market success
- > Prospective competitive positioning with quantitative goals
- > From market segmentation to target marketing
- > New marketing approaches
- > Innovation management

### Marketing Concept

- > Product concept, performance differentiation, assortment concept, product line strategy
- > Service concept and service policy
- > Target segment-specific fine-tuning
- > Market segment-specific marketing decisions
- > Strategies for countries, markets and branches
- > Concepts for market entry and development of new markets
- > Pricing strategies and political scope of prices
- > Covering additional points of sales with online marketing

### Market Management

- > Improving the revenue and profit potential of the existing customer base
- > Entering new markets and new customer segments
- > Profitable growth with customer value concepts

### Marketing Mix

- > Communication is the precursor for success
- > Sales concepts and sales success
- > Sales promotion and sales support

### Leadership in Marketing

- > Structural integration of marketing
- > Managing customer satisfaction
- > Marketing controlling

### Program dates (4 days)

Sem-Nr	Place	Date
E-71221	D-Cologne	November 15–18, 2021
E-71122	Zurich	March 14–17, 2022
E-71222	D-Cologne	November 14–17, 2022

**Program fee\*:** CHF 4500.– (plus 7.7% VAT for seminars in Switzerland)  
**Further information and booking via internet:** [www.sgmi.ch/ens07](http://www.sgmi.ch/ens07)  
\*Invoicing in EUR possible (depending on current currency rate)

Corporate  
Programs

As well available as Corporate Program:  
Phone +41 (0)71 223 50 30

## Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30  
Fax +41 (0)71 223 50 32

## Registration

Please fill out the attached registration card and send it back to:

SGMI Management Institute St. Gallen  
Bogenstrasse 7  
CH-9000 St. Gallen  
Fax +41 (0)71 223 50 32  
Internet [www.sgmi.ch](http://www.sgmi.ch)  
E-mail [seminare@sgmi.ch](mailto:seminare@sgmi.ch)

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

## Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

## Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at [www.sgmi.ch/tc](http://www.sgmi.ch/tc).

## Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

## Registration Card

We register for the following program:

Number/Date	Last Name	First Name
	Date of Birth	
	Company/Organization	
	Street, Number	
	ZIP Code/City	
	Phone	Fax
	E-mail	Number of Employees
	Industry	Function
	Date	Signature

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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