

# Marketing in a Competitive Environment

## Objectives:

By the end of the program, participants will be able to:

- Define the nature and concept of marketing in a competitive environment.
- Understand the process of planning for marketing activities.
- Apply the techniques used in assessing market opportunities.
- Gather information necessary for implementing successful marketing strategies.
- Understand the implications of the 4Ps in marketing.

## This Program is designed for:

Marketing professionals, corporate executives, marketing managers, advertising managers, product managers, sales personnel, and others who are involved in marketing activities at all levels of the organization.

## Program Outline

### The Marketing Concept

- Historical Development
- Basic Functions
- A New Approach to Marketing

### The Process of Strategic Planning in Marketing

- The Marketing Mission
- Objectives and Goals
- Strategic Alternatives
- Business Situation Analysis

### Market Segmentation

- Steps in Market Segmentation
- Market Targeting and Product Positioning

### Total Product Concept

- Life Cycle Concept
- Product Branding and Positioning

### Developing Effective Pricing Strategies

- Factors Affecting Pricing
- Price Setting Methods

### Organizing and Managing the Distribution Channel

- Kinds of Distribution Channels
- Choosing the Best Channel

### Developing an Effective Promotion Strategy

- Advertising Objectives and Components

### Developing Effective Sales Promotions

- Consumer Sales Promotions
- Trade Sales Promotions

### The Marketing Research Process

- Types of Market Research
- Elements of Desk and Field Research

**For any further information please contact us at:**

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