

Seminar & Workshop: Strategic Marketing

Summary

- ✓ Course dates: September 14 – 16, 2023 and September 28 - 30, 2023
- ✓ Course duration: 5 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Justin Becker
- ✓ Price: 2660 €

Course overview

Knowledge of marketing mindset and methods, knowledgeable information research and factors influencing buyer behaviour represent a basic skill that also helps improve decision quality in operational management.

Course content

Basics of Marketing

- ✓ Mindset, philosophy of marketing
- ✓ Basic principles of marketing ethics
- ✓ Concepts of corporate management (corporate culture, corporate guidelines, corporate identity)

Strategic situation analysis

- ✓ Strategic Business Units
- ✓ Product life cycle
- ✓ Strategic Marketing Planning
- ✓ Market segmentation

Strategic Marketing

- ✓ Strategic planning
- ✓ Portfolio concepts
- ✓ Porter and Ansoff
- ✓ Positioning

Operative Marketing

- ✓ Marketing tools
- ✓ Basic features of marketing controlling

Introduction to special Marketing sectors

- ✓ Services marketing (incl. 7 Ps)
- ✓ Capital goods marketing (incl. buying centre)
- ✓ Innovation marketing
- ✓ Basics of consumer behavior

The course topics are covered in a seminar-style approach which includes lectures, group work and practical exercises. Participants will work on individual sub-topics independently. Critical discussions will be incorporated into the course in order to encourage reflection, exchange and participation.

Dates

September 14 - 16, 2023 and September 21 - 23, 2023 (on-site in Berlin).

Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you In Berlin - or online - very soon!