

Strategic Marketing for Managers

 February 28 & 29, 2024

 IBA City Campus

Program Overview

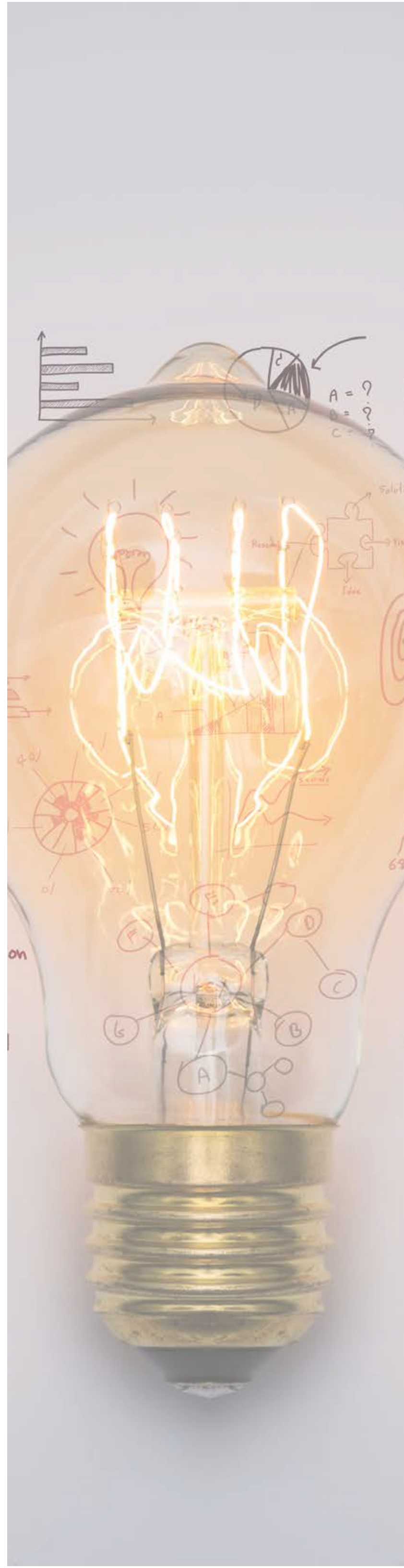
In this intensive two-day workshop, mid-career professionals will delve into the depths of strategic marketing, equipping themselves with the latest tools and techniques to drive organizational growth and success. Through a blend of theory, case studies, and hands-on exercises, participants will gain invaluable insights into crafting and executing winning marketing strategies in today's dynamic business landscape

Learning Outcomes

By the end of this workshop, participants will be equipped to:

- Develop and execute strategic marketing plans aligned with organizational goals.
- Utilize advanced analytics and market research techniques to drive informed decision-making.
- Optimize marketing campaigns for maximum ROI and sustainable growth.

Marketing takes a **day** to learn and a **lifetime** to master. — Phil Kolter



Topics Covered

Day 1: Crafting Strategic Marketing Plans

- Session 1: Defining Marketing Objectives
- Session 2: Developing Effective Marketing Strategies
- Session 3: The Anatomy of a Marketing Plan
- Session 4: Case Studies and Marketing Models

Day 2: : Executing and Optimizing Marketing Strategies

- Session 5: Harnessing Market Research, Analytics, and Insight
- Session 6: Understanding Demographics and Consumer Psychology
- Session 7: Multi-channel Marketing and Analytics
- Session 8: Maximizing ROI and Mitigating Risks



30,000+
Participants Trained



16,00+
Training since 2009



225+
Companies



80+
Trainers

Investment

PKR 75,000 + 5% Tax

Who Should Attend

This workshop is ideal for mid-career professionals across various industries, including, Marketing Executives, Brand Managers, Account Planners, Business Development Executives and Product Managers.



Syed Atif Murtaza Qaiser
Assistant Professor in Marketing, IBA



Saima Husain
Assistant Professor in Marketing, IBA

For detailed profile please visit website cee.iba.edu.pk/faculty

Our On-Demand Courses at a Glance



SEAMLESS
REGISTRATION
PROCESS



ACTIVITY BASED
TRAINING



EXPERIENTIAL
TRAINING



8 - 10 HOUR TIME
COMMITMENT



CERTIFICATE OF
COMPLETION



BUSINESS
NETWORKING

For registrations:
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