



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Strategic Marketing Management

Why You Should Attend This Course:

This course has been designed to provide managers and decision-makers with the understanding of various strategy techniques and aims to equip them with the skill set to analyse the markets and make appropriate planning to formulate relevant strategy for implementation.

Learning Outcome:

- Analyse key competitors in the complex market.
- Formulate frameworks to address internal and external situations.
- Develop Action plans for execution.

Course Outline:

Strategic Management

- Situation Analysis
- Industry Analysis
- Competitors Analysis
- Company Analysis
- Competitive Advantage
- Value Chain Management

Marketing Framework / Strategy

- 3Cs (Company – Competitor – Customer)
- STP (Segmenting / Targeting / Position)
- 4Ps (Marketing Mix)

Exercise

Developing company / industry specific strategy for:

1. Implementation
2. Execution
3. Management

Approach & Methodology

This interactive course has been designed to facilitate learning through a series of lectures, discussions and exercises. While the lectures aim to equip participants with general frameworks and understanding of strategy planning, the discussion and exercises help to steer the sessions closer to the business and industry for the individual participant. This open discussion also provides a platform for the participants to interact with one another from different backgrounds and industries where a different perspective may be revealed and reviewed.

Trainer's Profile:

Dr Donald Tan is an independent marketing & management consultant and currently sits on the advisory panels for Gerson Lehman, Primary Global Research and the Society of Industry Leaders. Previously, Donald held senior and management positions in the hi-tech industry for several MNCs, with responsibilities over Asia Pacific.

He holds a doctorate in Marketing from the University of Western Australia. He also received his Master in Management Research and Bachelor of Business Administration (1st Class Honors) on company sponsorship and scholarship respectively.

Donald commenced his career as a Marketing consultant for the Asia-Pacific region and subsequently joined several multinationals companies including Siemens to look after sales, marketing and communication in Asia. His key experiences include sales and marketing planning, strategy formulation, brand building, corporate & marketing communication, trade shows and seminars and media & public relations.

Donald speaks regularly at conferences and seminars globally and has been featured by media in Singapore, Australia, China, Taiwan, Japan and Hong Kong.

During his tenure, Donald has received many awards and accolades for his contribution in the field of marketing and communications. He was the recipient of several coveted honors including "Outstanding Achievement in Marketing" by the American Marketing Association, "Most Creative Award" by Siemens, "Asia Pacific Vice-President Award" by Tellabs and "All American Scholar Award" by United States Achievement Academy.

Date:

10–11 Apr 2012
14–15 Jun 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Strategic Marketing Management <input type="checkbox"/> 10–11 Apr 2012 <input type="checkbox"/> 14–15 Jun 2012 (9.00am to 5.00pm) S\$780 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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