Advanced Marketing Strategy

Create and capture value for customers and the firm

Marketing strategy has become one of the most complex areas within a firm. While its main role is to create value for customers and capture a share of that value for the firm, a number of changes in the market—new players, technology shifts, explosion of media and channels, hyper-connectivity, customer divergence, etc—have shaped an extremely complex scenario for managers and their brands. One that requires not only new tools but also a new set of skills.

Objectives

Advanced Marketing Strategy deals with the challenges that executives face today and helps them to develop a meaningful understanding of markets, customers and prospects, and to use this knowledge to develop and deliver superior offerings in order to capture value.

With this in mind, the principal objectives of this programme are:

— To provide a solid, down-to-earth and updated perspective on strategic marketing thinking.

— To explore some of the newest frameworks and approaches to solve the crucial marketing and commercial problems that firms are facing today.

— To develop analytical skills to formulate actionable marketing plans across industries.

— To provide executives some of the latest tools to articulate meaningful value propositions for customers.
Benefits

By the end of the programme participants will be equipped with concepts, frameworks and some of the latest tools to successfully compete in today’s marketplace. We will address a number of important questions, including:

— How to evolve from a “product oriented” paradigm to a “customer oriented” organization?

— How have customer journeys evolved in consumer and business markets? How should firms adapt their strategies to gain influence?

— What are the most relevant criteria to segment markets and to select target markets? How have technology influenced the way in which companies are doing business?

— How can firms articulate relevant value propositions? How can firms combat the challenge of value innovators and asymmetric competitors?

— How can brands be built and managed to stay relevant for customers? Can social media and omnichannel strategies contribute to brand equity?

— How can go-to-market and pricing strategies contribute to capture value for the firm?

— What marketing capabilities are necessary to contribute to corporate strategy?

— How can we measure marketing performance?

Content

DAY 1
Session 1: Challenging paradigms
· From product-centricity to customer-centricity
· From Product innovation to Value propositions
· From Functional Marketing to Strategic Marketing

Session 2: Value creation through value propositions
· Identifying the right customers
· Defining competitive positioning
· Finding the brand promise

DAY 2
Session: Brand-driven strategy
· Building an enduring identity and an inspiring vision
· Aligning the brand, business, and innovation strategies
· Understanding the key role of the product category in the strategy formulation
· Building a balanced and profitable portfolio

DAY 3
Session: Designing and Managing Omnichannel Systems
· Designing channels: roles, functions and technologies
· Managing Channel conflict: Stewardship and Coopetition
· The challenges of an Omnichannel system
· Organizing for Omnichannel: Customer Centric Organizations

DAY 4
Session: Customer and Marketing Analytics
· Defining Marketing Profitability
· Extracting Value (Profitability) from the Customer Journey
· Marketing Performance Metrics
· Framework Thinking: AB Testing
· Testing Consumer Responses to Marketing Programmes

DAY 5
Session 1: Capturing value from customers
· Competing on outcomes
· The economics of the “perfect” price
· One customer, one price

Faculty

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Participants

— Senior and mid-level marketing and sales executives in B2B and B2C markets.

— Directors of smaller companies.

— Entrepreneurs who want to implement and develop market strategy with the end goal of delivering superior offerings in a competitive environment full of new challenges.

For further information

Candidates may consult on any matter contacting:

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