

	Strategic Marketing Programme	Leading the Effective Sales Force	Leading Digital Marketing Strategy	
Participant profile	<ul style="list-style-type: none"> — Marketing executives who want to hone and update their experience — Non-marketing executives who have recently taken up marketing responsibilities or who regularly interact with the marketing function, and want to build their marketing skills — Participants come from a variety of industries with an emphasis on end-user/consumer marketing 	<ul style="list-style-type: none"> — Senior executives responsible for business development strategies and planning in either local or international markets — Typically participants will spend over half their time managing sales force issues 	<ul style="list-style-type: none"> — Executives and senior managers from all business areas who wish to develop a strategic understanding of digital marketing and how to develop a roadmap for digital business transformation in their organisations — Executives seeking to develop new sustainable business models, manage change and extract value out of changing markets in a digital world — Executives aiming to lead digital initiatives in their company or industry 	Participant profile
Programme content	<ul style="list-style-type: none"> — Key strategic elements of the marketing process in today's interconnected global business environments: design, organisation, execution and evaluation of activities — A framework for organising the marketing process across multiple country markets, including market selection and entry mode decisions, as well as trade-offs between international standardisation versus adaptation to individual country markets — How to address new marketing challenges, such as low-price competition and market commoditisation — The latest scientific approaches to viral marketing and future trends in social media 	<ul style="list-style-type: none"> — Optimising performance of the sales force through key account management, compensation strategies, resource allocation and the implementation of control systems — Making better business decisions through the understanding of judgemental biases and correction remedies — Development of an individual 100-day action plan to deliver immediate impact to the organisation 	<ul style="list-style-type: none"> — Megatrends that disrupt your markets — The impact of digital on the competitive landscape — Social media strategy as a commercial driver — Making better business decisions through online research and 'big data' — Content creation, curation and dissemination for brand building 	Programme content
Key benefits	<ul style="list-style-type: none"> — Understand the marketing process and learn how to create a marketing plan — Develop a brand strategy and positioning – including communication, social media, pricing and distribution strategies — Explore the implications of serving multiple markets, the opportunities from the emergence of new markets and the threats from overseas entrants into home markets 	<ul style="list-style-type: none"> — Gain the skills necessary to make the sales force a key source of sustainable competitive advantage — Comprehensive approaches to motivate and compensate the sales force — Skills to manage a dynamic sales force in the face of increasing product, consumer and market complexity 	<ul style="list-style-type: none"> — Recognise digital megatrends and best practices — Enhance operations through digitisation to foster brand-creation or brand-building in the digital world — Develop a digital, content-driven strategy that enables stronger engagement with customers and creates outstanding customer experiences — Understand the new rules of competition as well as today's customers and their evolving needs and expectations — Learn how to leverage data and how to measure the success of digital marketing in terms of brand awareness, association, engagement and ROI 	Key benefits
Length	— 5 days	— 5 days	— 3 days	Length
Location	— Fontainebleau	<ul style="list-style-type: none"> — Fontainebleau — Philadelphia — Singapore 	— Fontainebleau	Location