

8th August 2009 (Sat), 8.45am to 5pm

Venue: NUS, LT4

Trainer

Andrew NG

Adjunct Associate Professor
Managing Partner,
Greater China Consult
MBA, FCIM, CMC

Course Objectives

The objective of this course is to explain what is marketing, why marketing is essential, and introduce key concepts of marketing. Specific areas to be covered are marketing definition and concepts, defining value proposition, and three broad segments of marketing.



Course Outline

Part One: Defining Marketing and the Marketing process.

- Marketing: Managing profitable customers relationships
- Company and Marketing strategy: Partnering to build customers relationships

Part Two: Understanding the Marketplace and consumers

- Analyzing the Marketing environment
- Managing Marketing information & Market research
- Consumer Market and Consumer buyer behavior
- Business Market and Business buyer behavior

Part Three: Designing and developing a customer driven marketing strategy and marketing mix

- Product, Services and Branding strategies
- New product development and product life cycle strategies
- Pricing Products: Pricing approaches and strategies
- Marketing channels and Supply chain management
- Integrated Marketing communication strategy
- Advertising, Sales promotions and Public relations
- Personal selling and direct marketing

Part Four: Summary & Conclusion and Q & A session

15th August 2009 (Sat), 8.45am to 5pm

Venue: NUS, LT4

Trainer

Andrew NG

Adjunct Associate Professor
Managing Partner,
Greater China Consult
MBA, FCIM, CMC

Course Objectives

The objective of this course is to provide an overview of tools and concepts for analyzing complex business problems and identifying the key drivers of superior performance. The course attempts to provide an understanding of what is strategy and explain the differences between business strategy and corporate strategy.



Course Outline

Part One: Overview and Introduction

- What is Strategy?
- Striking an equilibrium between theory and practice

Part Two: Analysis of the Environment

- Industry analysis and Porter's Five Forces model
- Analysis of the market, competition and collaboration partners
- Developing customer driven strategy

Part Three: Analysis of Resources

- Assets and Strategic Innovations
- Financial, Operational and tactical resources

Part Four: Purpose of the Organization

- Purpose shaped by vision, leadership & ethics
- Purpose emerging from knowledge, technology & innovations
- Purpose delivered through corporate and business objectives

Part Five: Developing the Strategy

- Developing the Strategic options
- Strategy evaluation and development
- Purpose delivered through corporate and business objectives
- Organizational structure, style and people issues

Part Six: Implementation process

- Resources allocation, Strategic planning & control
- Government, public sector and Not for profit strategy
- International expansion and Globalization
- Managing Strategic Change

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