

Special for
MANAGERS

Strategic Marketing Management Course

University of Malaya City Campus



Introduction

Marketing is the core of all business. Solid marketing knowledge and precision marketing decisions are required in order to outperform competition. Strategic marketing management will provide you with the formulation and implementation of intelligent and aggressive marketing plans which will position your company and its product and services to have the necessary competitive advantage to capture the customers in today's business environment.

Benefits

The objective of the course is to equip participants with the knowledge and understanding on the process of strategic marketing management. Strategic Marketing Management examines the marketing discipline and participants learn the value creation process.

By the end of the programme participants would be able to:

- Analyse customer needs and behaviour.
- Formulate a framework for analysing competitive strategies.
- Explore generic competitive strategies and methods of analysing competitors' intentions, differential advantages, strengths and weaknesses.
- Develop analytical approach to pricing for value creation.
- Develop Strategic Marketing Plan.

Programme Methodology

Various tools and techniques will be used to enhance learning and ensure transfer of knowledge and competency for practical application. The approach will employ interaction, participation, discussions and exercises.

Programme Assessment

To complete this programme all participants must fulfil a requirement that is 100% full attendance which will be taken for each class. The participants will be given Certificate, if they have successfully completed the programme based on the requirement.

Study Materials

The participants will be given a student book and one workbook.

Content

- Value Creation in Marketing Process
- Analysing Buyers Behaviour
- Strategic Marketing Process
- Internal Analysis - SWOT Analysis and Assessing Corporate Capability
- External Analysis - Environmental and Market Scanning
- Planning and Creation of Advantage
- Managing Marketing Mix and Product Life Cycles
- Market Segmentation, Targeting and Product Positioning
- Marketing Communications Planning
- Pricing Strategies for Value Creation
- Developing Marketing Plan



Facilitator

Dr. Jamaluddin Mohd Yunos

Dr. Jamaluddin Mohd Yunos holds a Ph.D in Economics from the University of Surrey, a Masters of Science (Economics) from University of London and a Bachelor of Economics degree from University of Malaya. Dr. Jamaluddin has more than 15 years of working experience in the private sector before joining University of Malaya as a lecturer in 1995. His experiences include working in different sectors such as banking, property development, transportation, agriculture, management consultancy and training, in areas of marketing, finance and operations.

Dr Jamaluddin was formerly Director of University of Malaya Centre for Continuing Education (UMCCed). Other than that, Dr. Jamaluddin is a Certified Business Coach (Malaya) and a Certified Professional Trainer of International Professional Manager Association (IPMA), United Kingdom. In addition, Dr. Jamaluddin is also a trainer in entrepreneurship, business strategies, turning-around companies, marketing and sales strategies, customer service, handling customer complaints, effective business presentation and business coaching.

Registration Form

Personal Data

NAME			
RESIDENTIAL ADDRESS			
TELEPHONE	MOBILE PHONE	I/C NO	

Employer Data

EMPLOYER			
OFFICE ADDRESS			
TELEPHONE	FAX	EMAIL	

Registration Fee: RM850.00 only

Payment can be made by cash or using crossed cheque/bank draft/money order/telegraphic transfer made payable to UMCCed.

If you wish to pay through CIMB Bank, payment should be made payable to the account below:

Account Name : UMCCed
Account Number : 14400009148053
Bank : CIMB Bank

Please send a copy of your bank-in slip to UMCCed and a receipt of acknowledgement will be given.

Replacement or Cancellation

If you are unable to attend, a substitute or replacement is allowed at no extra cost provided that a written notice is given **TWO WEEKS** prior to the event. Cancellation from the course is subject to the following:

- Seven (7) working days prior to commencement – full refund
- Less than seven (7) working days prior to commencement – 50% refund
- After commencement – no refund will be made

Please note that **CANCELLATION BY PHONE** will not be accepted. UMCCed must receive a written notice as mentioned above.



For further information/registration, please contact:

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