



PROJACS ACADEMY
by egis



Marketing Strategies and Planning

استراتيجيات وتخطيط التسويق

21 – 25 August 2023

Barcelona / Spain

Introduction

Marketing is an essential aspect of any business, and effective marketing strategies can make a significant impact on a company's success. This course is designed to equip participants with the necessary skills and tools to develop successful marketing strategies and plans.

Overall, this course will provide participants with a comprehensive understanding of marketing strategies and planning, enabling them to develop effective marketing plans that meet the needs of their organizations or clients. Participants will have the necessary skills and knowledge to excel in marketing research, analysis, and report writing, in addition to being able to analyze 3PL sectors and conduct economic feasibility studies.

Objectives

By the end of the course, participants will be able to:

- Develop effective marketing strategies and plans based on market research and analysis.
- Understand investor capabilities and strategic plans.
- Analyze the 3PL sectors and economic feasibility studies.
- Excel in writing and analyzing marketing reports and industry studies.

Who Should Attend?

This course is suitable for marketing professionals, business owners, managers, and anyone interested in developing their marketing skills and knowledge.

Course Outline

Day One

Introduction to Marketing Strategies and Planning

- Definitions and concepts of marketing strategies and planning.
- Importance of marketing strategies and planning in business.
- Excel in writin and analyzin marketing reports and industry studies.
- Excel in investor capabilities and strategic plans knowledge.
- Types of marketing strategies and planning.

Day Two

Market Research and Analysis

- The role of market research in marketing strategies and planning.
- Techniques for conducting market research.
- Focus on market research.
- Acceptable level of knowledge in various sectors with specialization in one industry.
- Analyzing market data and interpreting results.

Day Three

Investor Capabilities and Strategic Plans

- Understanding investor capabilities and expectations.
- Developing strategic plans to meet investor expectations.
- Analyzing the impact of strategic plans on marketing strategies.

Day Four

Third-Party Logistics (3PL)

- Overview of 3PL sectors and their importance in marketing strategies.
- Analyzing the 3PL sectors and identifying opportunities for growth.
- Focus on how to analyze the 3PL sectors.
- Excel in economic feasibility study analysis.
- Developing marketing strategies for 3PL sectors.

Day Five

Economic Feasibility Study Analysis

- Understanding economic feasibility studies and their role in marketing strategies.
- Conducting economic feasibility study analysis.
- Focus on how to analyze the 3rd party logistics.
- Incorporating economic feasibility study analysis into marketing strategies.

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **5,200 USD**
**VAT is Excluded If Applicable*

المقدمة

يعد التسويق جانبًا أساسيًا من أي عمل تجاري، ويمكن أن يكون لاستراتيجيات التسويق الفعالة تأثير كبير على نجاح الشركة. تم تصميم هذه الدورة لتزويد المشاركين بالمهارات والأدوات اللازمة لتطوير استراتيجيات وخطط تسويقية ناجحة.

ستزود هذه الدورة المشاركين بفهم شامل لاستراتيجيات التسويق وتخطيطها، مما يمكنهم من تطوير خطط تسويقية فعالة تلبي احتياجات مؤسساتهم أو عملائهم. سيكون لدى المشاركين المهارات والمعرفة اللازمة للتميز في أبحاث التسويق والتحليل وكتابة التقارير، بالإضافة إلى القدرة على تحليل قطاعات "لوجستيات الطرف الثالث PL3" وإجراء دراسات الجدوى الاقتصادية.

الاهداف

في نهاية الدورة، سيكون المشاركون قادرين على:

- تطوير استراتيجيات وخطط تسويقية فعالة مبنية على أبحاث السوق وتحليله.
- فهم قدرات المستثمرين والخطط الاستراتيجية.
- تحليل قطاعات لوجستيات الطرف الثالث PL3 ودراسات الجدوى الاقتصادية.
- التفوق في كتابة وتحليل التقارير التسويقية والدراسات.

الحضور

هذه الدورة مناسبة لمحترفي التسويق وأصحاب الأعمال والمديرين وأي شخص مهتم بتطوير مهاراته ومعرفته في مجال التسويق.