

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5537](http://www.amanet.org/5537)

# AMA's Advanced Course in Strategic Marketing

## Competitor-proof your company with strategic marketing!

At this seminar, you'll take the next step toward becoming a strategic marketing guru. You'll discover cutting-edge strategic marketing models—and their real-world applications. And you'll get the strategic marketing knowledge and tools you need to increase the spending rate of current customers and cost-effectively acquire new ones...integrate your strategic marketing mix elements with corporate goals...and maximize the benefits of e-commerce technology.

### How You Will Benefit

- Understand the strategic value of sales vs. the strategic value of marketing
- Learn the stages of the customer buying process—and generate incremental value at each stage
- Use the growth audit gap model to select the most effective options for strategic marketing programs
- Efficiently target your strategic marketing campaigns to core buying influences
- Successfully develop and manage new product and service launches to increase overall market share

### What You Will Cover

- Strategic growth perspectives: the SMART growth segmentation
- Strategic marketing for distinct psychographic groups
- Moving beyond pricing as an objective...to pricing as a strategy
- The role of strategic marketing in CRM: understanding the lifetime value of a customer
- Changing the buying structure through the Internet
- Promotion and communication as an integrated process
- The seven stages of new product/service development

### Who Should Attend

Anyone whose business would benefit from strategic marketing, including experienced marketing managers, directors and vice presidents of marketing...as well as executives and managers in finance, operations, customer service, R&D and other departments who interact with colleagues in marketing. Knowledge of the fundamentals of marketing is highly recommended.

### Schedule

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,984 GSA

## Credits

21 CPE/18 SMPS/1.8 CEU

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