

AMA'S ADVANCED COURSE IN STRATEGIC MARKETING

Competitor-proof your company with strategic marketing!
Seminar #5537

Overview

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.

Schedule

- [3] days

- [3] days - **\$2,345** Non Members
- [3] days - **\$2,095** AMA Members
- [3] days - **\$1,794** GSA

Credits

18 SMPS /1.8 CEU

Schedule

We have 10 scheduled sessions located nationwide starting between 5/30/2012 - 1/9/2013

Date	Location	Duration
May 30, 2012 - Jun 1, 2012	Chicago, IL	3 Days
Jul 18, 2012 - Jul 20, 2012	New York, NY	3 Days
Jul 23, 2012 - Jul 25, 2012	San Francisco, CA	3 Days
Aug 13, 2012 - Aug 15, 2012	Atlanta, GA	3 Days
Sep 5, 2012 - Sep 7, 2012	New York, NY	3 Days
Oct 1, 2012 - Oct 3, 2012	Arlington/Washington DC, DC	3 Days
Oct 22, 2012 - Oct 24, 2012	Chicago, IL	3 Days
Nov 12, 2012 - Nov 14, 2012	New York, NY	3 Days
Dec 17, 2012 - Dec 19, 2012	San Francisco, CA	3 Days
Jan 9, 2013 - Jan 11, 2013	New York, NY	3 Days

Registering more than 4 people, please call 1-877-566-9441.

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.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)