

**American Management Association's  
AMA's Advanced Course in Strategic Marketing**

***Learning Objectives***

- Explain the Strategic Differences Between Marketing and Sales and the Perspectives of the Two Functions
- List and Explain the Four Basic Activities on Which Marketing Should Focus
- Determine How Marketing Can Impact the Bottom Line and Other Areas of the Company
- Explain How Strategic Models Must Evolve to Meet the Requirements of the Changing Marketplace
- Apply the SMART Bomb Strategic Approach to Your Marketing Strategy Development Process
- Use the Growth Audit and Gap Analysis Models to measure the Gap Between Long-Term Objectives and Current Company Performance
- Set Up the Enterprise Growth Segmentation Opportunities Identification to Identify the Most Business-Rewarding Segments
- Describe the Basic Product/Service Life Cycles and the Application of Psychographics to Each Stage
- Illustrate the Key Strategies for the Different Psychographics Groups
- Create, Maintain, or Improve Brand Positioning
- Manage Brand Value at All Levels of the Organization
- Show the Key Impact of a 1% Price Increase and a 3% Cost Reduction on Margin and the Bottom Line of the P&L
- Inventory the Key Internal/External Pricing Forces
- Use the Pricing Wheel Model to Create a Matrix of Pricing Decision Influences
- Understand the Key Strategies of Perceived-Value Pricing and Value Pricing
- Use Customer Lifetime Value to Craft a Customer/Place Strategy
- Analyze the Points at Which Customers Come into Contact with Your Product, Service or Organization, and Manage Those Interactions to Augment Perceived Value
- Explain the Integrated Marketing Communication Model and Its Impact on the Marketing Communication (MarCom) Planning Process
- Determine when to Use Core Media Elements in the Communications Process to Be Effective
- Develop an Effective Media Plan Model
- Apply the Eight Chronological Steps in the Successful Development Process
- Implement the “Discovery-Driven Planning” Model

## ***Marketing Strategy Building Blocks***

- Define Marketing
- Establish How Marketing Fits into the Company
- Examine How Competitive Pressures Have and Will Change the Marketplace
- Explain How Strategic Models Must Evolve to Meet the Requirements of the Changing Marketplace
- Apply the SMART Bomb Strategic Approach to Your Marketing Strategy Development Process
- Describe the Total Purchase Cycle Model Structure

## ***Identifying and Responding to Strategic Growth Opportunities***

- Use the Growth Audit and Gap Analysis Models to Measure the Gap Between Long-Term Objectives and Current Company Performance
- Set Up the Enterprise Growth Segmentation Opportunities Identification to Identify the Most Business-Rewarding Segments
- Identify and Exploit Potential Growth Opportunities

## ***Developing an Effective Customer Relationship Management Approach***

- Describe How to Build a Customer Database
- Blueprint Customer Contacts
- Define Key Research Methods to Measure Customer Satisfaction
- Pinpoint the Need for Accessibility and Responsiveness
- List the Key Elements to Reaching Out with Communications and Programs

## ***New Product Evaluation***

- Discuss the Core Reasons for Developing and Investing in New Products and Services
- Outline the Key Parameters of the New Product/Service Matrix
- Use the Discovery-Driven Planning Model to Understand How to Identify Major Projects to Invest in or Discard

## ***Designing Life Cycle Strategies: Incorporating the Psychographic Perspective***

- Describe the Basic Product/Service Life Cycles and the Application of Psychographics to Each Stage
- Discuss the Product/Service Life Cycle Strategic Elements and How They Differ per Each Stage of the Life Cycle
- Illustrate the Key Strategies for the Different Psychographic Groups
- Demonstrate Core Elements of the Growth Strategies Matrix
- Apply the Growth Strategies Matrix Sectors in Your Strategy Development Process

## ***Managing Brand Value***

- Define Exactly What Branding and Brand Management Are
- Create, Maintain, or Improve Brand Positioning
- Strategically Manage Tactical Programs to Fit the Brand
- Maintain Brand Integrity
- Manage Brand Value at All Levels of the Organization

## ***New Perspectives on Place: Redefining Your Customer Orientation***

- Pinpoint the Value of a Lifetime Value of a Loyal Customer Analysis
- Discover the Added Revenue Opportunity from Increasing Retention of Current Customers
- Review the Cost of Lost Customer Impact
- Distinguish Added Revenue from Decreasing Alternative Usage Rates
- Discuss How the Buying Structure Has Been Changed Through the Use of the Internet

## ***Strategic Approaches to Pricing***

- Review the External Uncontrollable Pricing Forces Impacting Strategy
- Discover Internal Controllable Pricing Elements
- Understand the Key Strategies of Perceived-Value Pricing and Value Pricing
- Define a Competitive Pricing Matrix™

## ***Integrated Marketing Communications***

- Describe the Core Communication Model of Marketing
- Determine When to Use Core Media Elements in the Communications Process to Be Effective
- Cover the 3-D View of Advertising Strategy Trade-Off Model
- Identify How the Promotion Model and Various Customer Groups Are Impacted By Various Mix Elements in the Purchase Behavior Model