



emetris
consulting



ERASMUS+ PROGRAMM

Strategic Marketing



Target group

This course is intended for students with little or no marketing background, in order to enable or sharp their marketing skills, including designing, organizing, executing and evaluating marketing activities in the nowadays competitive business environment.

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Objectives

The course introduces students to the key concepts, tools, and principles of marketing strategy formulation and mainly focuses on the analysis of interior and exterior business environment and consequently the effective decision making.

By the end of the course, students should be able to:

- Analyze the main structural features of an industry / business field
- Identify the core competencies and weakness of firms in the context of the strategic issue
- Evaluate different business units in a corporation
- Understand the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios
- Formulate strategies for exploiting business opportunities
- Develop well-thought through strategic marketing plan

Methodology

The course has been developed to produce practical and proactive strategic thinking and the selected teaching methods are specifically geared towards encouraging participation, self-development and team working. The training course is based on a blended learning model with class-based learning modules (frontal teaching with a teacher/tutor in a computer room) and project-based learning module. Concerning the project procedure, students will form teams (team size depends on the number of students) and its team will develop a primary but strategic marketing plan for a company or organization of their choice.

Services

Emetris provides vocational education and training for adults promoted by public national authorities, but also business training for companies and European training projects.

Experience

Emetris activates in the field of education since 2010 and specialized at making lifelong learning programs, the promotion of the employment and the development of entrepreneurship.

Network

Emetris has a strong educational business network within and outside the country with associate business partners, representatives and educational providers.



Modules

Day 1	Introduction to Marketing Management (The Importance of Marketing, The Scope of Marketing, Core Marketing Concepts), Students' Teams formulation
Day 2	Corporate Strategic Marketing (Defining the Corporate Mission, Establishing Strategic Business Units Assigning Resources to Business Units, Assessing Growth Opportunities)
Day 3	Business Unit Strategic Marketing I (SWOT Analysis, Goal Formulation, Strategic Formulation, Program Formulation and Implementation, Feedback and Control)
Day 4	Business Unit Strategic Marketing II (cont.)
Day 5	Marketing Environments
Day 6	Cultural activities (Visit to Knossos, the center of Minoan civilization and capital of Minoan Crete)*
Day 7	Cultural activities (Visit to Archaeological



Collaboration

We collaborate with 22 partners in the private sector that concerns specialized training centers (fully equipped with all modern technological and educational resources for the full implementation of education), trainers, hotels etc.

Adaptable

For every program we adapt to the needs of the concerned group, choosing partners, timetable, the composition of lessons and the trainers, aimed at acquiring or developing knowledge, skills and competences, which contribute to the formation of an integrated personality, vocational integration and development of the individual, social cohesion and social, economic and cultural development.



Modules

Day 8	Competition Analysis. Market Segmentation and Targets
Day 9	Customer Value, Satisfaction, and Loyalty
Day 10	Product & Service Strategy
Day 11	Team Work: primary strategic marketing plan for a company
Day 12	Final test -- Evaluation (Questionnaires) – Europass Certifications
Day 13	Cultural activities (Visit to Aquarium)*
Day 14	Cultural activities (Visit to Traditional Cretan Village)*



Course Dates (optional)

* Please note, that cultural activities are not included in the price of the program