



THE
BUSINESS
INSTITUTE

**MARKETING
MANAGEMENT**
master class

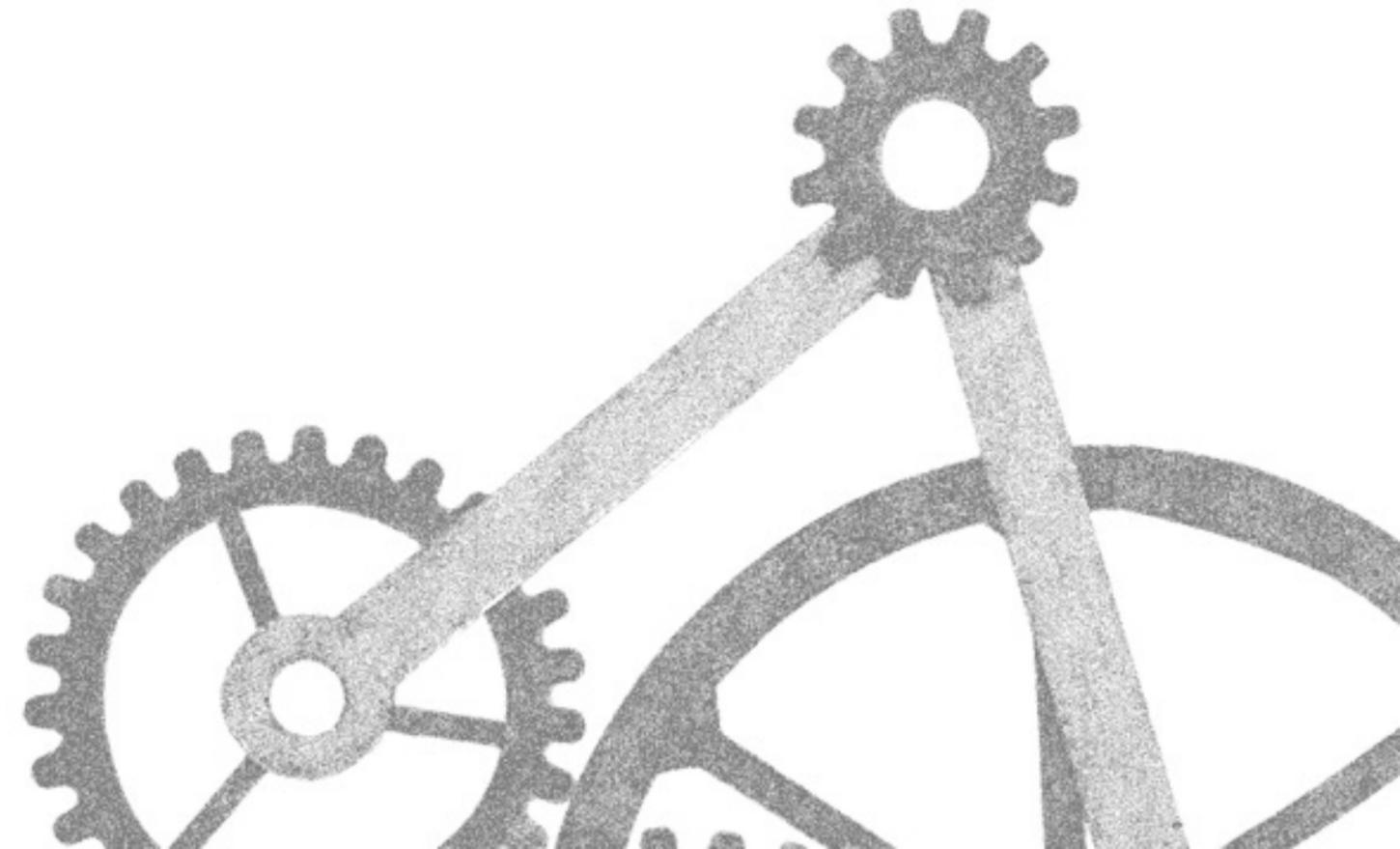
The Business Institute

The Business Institute designs and delivers experience-oriented training solutions. We apply world-class business methodologies, tools and simulations of leading educational institutions covering the whole range of business management areas.

The training and educational approach we apply focuses on action-oriented learning and real-world application to drive changes in knowledge, behaviour and action. This approach challenges the workshop participants to analyse complex information and make decisions to solve holistic business cases.

Master Class Concept

The Business Institute's Master Class series are hands-on, case-based advanced training courses designed to challenge practitioners to master core concepts by applying them to real-world business cases. The master classes are presented and discussed by proven practitioners and experts in their professional field.



Master Class Experience

“Marketing is first and foremost an attitude of mind, as well as a management strategic function and a series of tactical activities”. This belief, shared by McDonald in 1989, is fundamental for the Marketing Management Master Class (MMMC), making marketing theory actionable. This one-month comprehensive marketing master class combines strategic frameworks and fundamentals, real-life business simulations, group collaboration, and guest speakers to give you a real-world, hands-on learning experience. It’s a convergence of traditional and digital, theory and practice, B2B and B2C.

Built on The Business Institute’s “real experiential learning” principle, this master class includes a well structured, year comprehensive content, critical to marketers. You’ll examine core marketing concepts like customer and competitor analysis, value-based pricing, relationship management, brand management, and online marketing. And you’ll integrate these core elements to create a cohesive marketing strategy. Moreover, the fundamental goal is to help MMMC participants embrace, and look for change in their marketing management practices.

Both topical and practical, this master class helps participants structure a practical approach from strategic planning to the tactical execution of their marketing plans. By addressing a wide variety of topics—segmentation and targeting; competitive dynamics; building and executing brand strategies; managing the marketing mix; pricing, and building customer loyalty—the master class provides framework and examples, applicable to both B2C and B2B marketing specifics in a strategic fashion.

Real Experiential Learning

The Business Institute believes that stimulating managers to think and act strategically off the battlefield is the best way to boost performance on it. Mirroring real-world decision-making experience in a competitive environment helps to create emotionally-charged environment leading to real experiential learning.

The applied Harvard Business Publishing and StratX (INSEAD) business simulations challenge the MMMC participants to analyse available information and make critical decisions to solve various marketing cases and challenges. You act, not just analyse! You make decisions, face competitive response and see results in numbers. Through a comprehensive debrief sessions you confirm learning outcomes and their transfer to real business life implications.

The purpose of any simulation is to let you experiment without risk. These business simulations are more than games—they are self-contained learning experiences that recreate real workplace or operational environments, and give you the opportunity to test new skills and knowledge—and make mistakes—in a gamefied, safe environment.

What You Will Learn

- Thinking “outside-in” by first understanding the customer and then building a plan;
- Frameworks for customer analysis to enhance customer intimacy;
- Gain in-depth knowledge of competitive dynamics;
- Develop and execute solid marketing strategies that drive success — integrating your online, brand, and business strategies;
- Exploring the marketing mix that best fits the organizational goals;
- Take advantage of new communication channels that advance your strategy;
- Develop strategies for the efficient distribution of products and services;
- Focus your efforts and maximize your return on investment in marketing.

MMMC Differentiators

- Experiential learning based on Harvard Business Publishing and StratX (INSEAD) online simulation software— offering the opportunity to exercise various models, outcomes and scenarios;
- Interactive and engaging side-by-side learning with hands-on facilitators and experienced marketing professionals as guest speakers;
- Strong links to the business reality and applicability in Bulgaria —practical discussions and Q&A sessions with experienced practitioners;
- An integrated, holistic approach— understanding how strategic and marketing decisions influence company performance and market position, and vice versa.

Who Should Enroll

- Marketing managers/ professionals who aim to advance their expertise and practice in the field of applied marketing management through hands-on and interactive learning experience;
- Decision makers in other functions— such as sales, finance, product management, product development, or general management—who want to work more effectively with their company’s marketing team and seek to better understand marketing topics and strategy;
- Marketers who are practicing the marketing role but are lacking marketing education;
- Entrepreneurs and company owners who engage in product and/or business development for their growing business.


Tzvetelina Teneva

Facilitator

Co-Founder and Senior Facilitator at The Business Institute. Experienced practitioner in strategy, business modeling, marketing management, incl. product management, value proposition design, marketing communication. Special expertise in B2B practices. Previously, Marketing Director and Marketing Communication Manager at Orbitel (acquired by Magyara Telekom/ Deutsche telekom Group, now part of Mtel portfolio), trainer to business practitioners in marketing management, PR Executive at the Government Information Service.


Ralitza Stanoeva

Facilitator

Facilitator at The Business Institute. Experienced practitioner in market strategies, marketing management, incl. product development, product management, market researches, value proposition design, marketing communication. Special expertise in consumer goods and services. Previously, MarCom manager at Mr. Bricolage, Marketing Manager at DataMax, Marketing Manager at Auto Italia, CEO at Design Board, Brand Manager and Trade Marketing Manager at Danone.


Ivelina Manova

Facilitator

If we put Ivelina's career in one word, it would be "digital". Currently, Co-Founder and Senior Digital Performance Strategist at Accella Digital, she is a Google certified trainer and a highly experienced search-engine and online marketing professional. In her CV one can find also Co-Founder at Ad Academy, Google AdWords & Analytics specialist at Engage Lab, SEM Professional at Interactive Share, online Marketing Expert and Deltastock.


Krassi Eneva

Facilitator

Krasi is a digital native by professional experience. Currently Digital Account Manager at Proximity Sofia, also Teaching Assistant at The Sofia University, previously she was involved in a number of famous online marketing campaigns of Milka, Devin and Frutelli, Activia Romania, Jasobs zini, Schwarzkopf, Avon, Bochko, Lidl Bulgaria, Debenhams, dm, Jim Beam, etc. — all these covered as a Social Media Manager at ilyan.com, also Account Manager — Affiliate Affair at Performance Bay.


Juliana Borisova

Guest-speaker

Juliana's marketing expertise has been coined in a series of prominent brands. Currently Marketing Director Devin JSC, she started as a Key Account Manager at Procter&Gamble, then moved to marketing — Brand Manager at The Coca-Cola Company, Brand Manager and Marketing Manager at Mondelez, Marketing Manager at Orgachim. She holds a Bachelor and Executive MBA degrees from the American University in Bulgaria. Juliana is a guest-speaker at the Managing Marketing Mix Module.


Daniela Jordanova

Guest-speaker

Daniela has a vast experience in marketing management of FMCG, especially food and beverages. Currently CCSD Beverages Manager at Nestle, she has been Marketing Manager at Pobeda, Marketing Project Coordinator at Coca-Cola HBC, Group Brand Manager at Nestle. She holds a Master Degree in Economics, Professional Certificate from Chartered Institute of Marketing, PhD in progress, related to Marketing Research. Daniela is a guest-speaker in Pricing and Competitor Analysis Module.


Polina Vlahova

Guest-speaker

Polina's career path has been totally devoted to marketing strategies and implementation in FMCG area. Currently, Marketing Director at Pernod Ricard, previously she held several positions at Procter&Gamble Bulgaria — Unit Manager, MS&P Strategy and Planning, Market Strategy&Planning, Manager Fem Care Balkans. Based on the recent developments of Pernod Ricard marketing communication strategies, Polina is a guest-speaker in the Online Marketing Module.


Anelia Grozdeva

Guest-speaker

Anelia is a business development professional with a vast experience. In her career path you can find Facilitator at The Business Institute, Business Development for Kevin Murphy at Ginger Sisters, Co-founder and Partner at PHIBA, Business Development Manager and Brand Manager at Unicoms, Business Development and Marketing Manager at Synovate, General Manager at Power w PR Agency and Consulting, Communications Manager and FICE Bulgaria (NGO) and PR Manager at Step by Step Foundation. Anelia is a guest-speaker in the Business-to-Business Marketing Module.

Module 1: Managing The Marketing Mix

In this module, based on a business simulation, participants are in charge of marketing two established brands through five simulated years and have to develop the right marketing mix for their brands to get ahead of their competitors. Thanks to comprehensive information presented in reports and market studies, participants will have to identify useful information to understand internal and external levers for success. The competition will be fierce and teams will have to monitor competitive actions and anticipate their next moves. Exploiting market research studies effectively will be key to be successful.

Their objective is to maximize the value potential of their two brands represented by their company's KPIs that reflect the achieved results and coherence of their marketing mix decisions, according to the budget they have in hand.

The decisions to be made to build up a sound strategy will be the following:

- Product decisions: Design a product that will be appropriate to your customers. Reach out to customers with a brand meeting their needs, but ensure profitability!
- Pricing decisions: Decide on a price that will match the expectations of your consumers, and that will provide you with a sufficient unit margin. Learn how to set prices according to expected revenues vs. costs.
- Communication decisions: Allocate your resources across brands and Media. The communication budget will be spent wisely depending on segments' media sensitivity and segments size.
- Salesforce & Distribution decisions: Choose the right channel to distribute your brands, allocate your resources across brands and channels as well as the distributors' margin for each brand and for each channel.



This module is based on the StratX's online simulation "MixPro".

Module 2: Pricing and Competitor Analysis

In this module, based on a simulation, participants assume the role of a district manager responsible for setting prices for rental cars across three cities. Participants must analyze price sensitivity between client segments and consider strategies that maximize rentals across periods and locations. Participants can make periodic inventory adjustments among the locations to match anticipated demand.

The market for rental cars is intensely competitive and participants must also consider the likely competitive response to their pricing decisions. Ultimately, participants must analyze the economic, seasonal, and competitive forces of the rental car market and develop a pricing strategy to maximize the cumulative profit for the firm. Participants benefit from running the simulation multiple times with increasing complexity.

Learning objective:

- Understand the nature and dynamics of consumer response to price (price elasticity).
- Account for demand differences across customer segments and regions.
- Understand and plan for seasonal variations in demand.
- Explore the impact of pricing decisions on firm profitability.
- Use pricing strategies to optimize inventory.
- Anticipate and understand competitive reactions to pricing decisions.
- Understand how price and general economic conditions affect overall market demand.



This module is based on the Harvard Business Publishing's online simulation "Pricing: Universal Rental Car".

Module 3: Online Marketing

In today's marketplace, organizations need effective, profitable online marketing strategies. New technologies are changing the way people engage with each other and with the organizations that interest them. Peer-to-peer recommendations are now more powerful than any advertising message we can craft.

In this module, participants will learn to match markets to online marketing strategies to profitably grow their business. They will use social media tools and platforms to design, manage, and optimize social campaigns to promote growth and position their brand in the online marketplace, and they will develop targeted content to spark dialogue with various social communities. In the case study context, participants will put the methodologies, tools, and insights they have learned to the test as they will create and evaluate a comprehensive online marketing strategy.

This module will enable you to:

- Develop an advanced knowledge of the concepts and theories that underpin online marketing approaches, and their relationship to conventional marketing.
- Develop a deep understanding of the factors that drive consumer behaviour in the digital economy.
- Engage and grow relationships with the consumers of highest value to you.
- Develop, and effectively implement an integrated digital marketing strategy for your organization.
- Develop advanced skills in the practices that relate to online and data-driven marketing, including critical analysis and evaluation.
- Transform your organization's online marketing from an untracked investment to an integral part of your company's marketing strategy.
- Increase your capacity to test and measure various marketing channels evaluating ROI for your business.

Module 4: Business-to-Business Marketing

In this module, based on a simulation, participants define and execute a business-to-business marketing strategy at a manufacturer for motors used in medical devices. Customers are divided into market segments based on their requirements for two key motor performance features and price. Participants must analyse each market segment and decide which new customers they want to acquire while also considering the loyal customers they must retain.

Participants allocate sales and marketing resources for each targeted segment including setting the level of spending on marketing communications and market research. Participants can listen to customer feedback through dynamic video interviews and gain important insights into the effectiveness of their marketing strategies. Ultimately participants must achieve a sustainable revenue stream to maximize cumulative profit for the company.

Learning objective:

- Understanding the link between marketing strategy formulation and effective execution.
- Using B2B specific segment and customer needs analysis to make product marketing and design decisions.
- Understanding segmentation, targeting, and positioning in B2B approach.
- Creating a pricing strategy.
- Managing channel conflict and maintaining consistency across channels.
- Using metrics to analyse performance.
- Appreciating the links among customer satisfaction, customer buying patterns, customer loyalty, and firm profitability and their specifics in B2B marketing approach.



This module is based on the Harvard Business Publishing's online simulation "Marketing Simulation: Managing Segments and Customers".

Marketing Management Master Class starts on 24 November 2015. The program includes four modules of two sessions each. The training sessions are from 14:30 to 19:30 during the business days, two times per week. The whole program duration is four weeks. The sessions are on the following dates:

24 & 27 NOV: Managing The Marketing Mix Module
30 NOV & 4 DEC: Pricing And Competitor Analysis Module
7 & 9 DEC: Online Marketing Module
15 & 19 DEC: Business-to-Business Marketing Module

The MMMC price is BGN 2100 per participant. Price discounts are available for early enrollment or for more than two participants from one organization.

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