



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 29 March 2026 To 02 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Fundamentals of Marketing Strategy" is a comprehensive 5-day course designed to equip participants with essential marketing principles and strategic thinking skills. Through lectures, discussions, and practical exercises, attendees will gain a deep understanding of how to develop, implement, and manage effective marketing strategies to drive business success.

## Objectives

- Understand the core principles of marketing strategy.
- Analyze market environments and identify opportunities.
- Learn to create value propositions that resonate with target audiences.
- Develop skills for implementing and monitoring marketing plans.
- Leverage digital tools and techniques for strategic advantage.

## Course Outlines

### Day 1: Introduction to Marketing Strategy

- Definition and importance of marketing strategy.
- Key components of a marketing strategy.
- Understanding market research and analysis.
- Identifying target audiences and segmentation.
- Case studies: Successful marketing strategies.

### Day 2: Market Environments and Consumer Behavior

- Analyzing market environments and trends.
- Understanding consumer behavior and decision-making.
- SWOT analysis for strategic planning.
- Competitive analysis and positioning.
- Interactive session: Conducting a market analysis.

### Day 3: Creating Value and Brand Strategy

- Defining and delivering value propositions.
- Building and managing brand equity.
- Brand positioning and differentiation.
- Customer relationship management strategies.
- Workshop: Developing a brand strategy for a new product.

### Day 4: Implementation and Marketing Mix

- Integrating the marketing mix (Product, Price, Place, Promotion).
- Setting marketing objectives and KPIs.
- Budgeting and resource allocation.
- Measuring and evaluating marketing performance.
- Group activity: Designing a comprehensive marketing plan.

## **Day 5: Digital Marketing Strategy and Emerging Trends**

- The role of digital marketing in modern strategies.
- Utilizing social media and online platforms effectively.
- Exploring emerging marketing trends and technologies.
- Ethics and sustainability in marketing strategy.
- Capstone project: Presenting a strategic marketing proposal.