

MANAGEMENT DEVELOPMENT PROGRAMMES

MARKETING

Course Title	: COMPETITIVE MARKETING STRATEGY
Course Code	: Mktg: CMS
Course Overview	: Competitive Marketing Strategy shows participants how to anticipate their competitor's moves and gauge their reactions to their organisation's strategic shift. Participants will discover how to assess their competitors' strengths and weaknesses and to seize the offensive position to manage the competition. This course challenges participants to develop effective marketing strategies for the long term.
Target Audience	: Marketing executives and others involved in the strategy for a brand, product, or strategic business unit are ideal candidates for this course. Corporate planners benefit from the marketing perspective on competitive strategy.
Selected Session Topics	: <ul style="list-style-type: none"> - Defining sources of competitive advantage - Anticipating and understanding competitors' responses - Competitive pricing - Managing, and competing with, brand equity - Responding to competitive new product entries and disruptive technologies - Managing the threat of private labels and other low-price brands - The impact of the Internet and information technology on competitive strategy - Barriers to entry - Competitive simulation: defensive vs. offensive strategies - Making decisions in uncertain markets
Key Take-Away	: <ul style="list-style-type: none"> - Develop a strong working knowledge of competitive marketing strategy. - Anticipate the effects of offensive and defensive strategies on your organisation and your competition. - Use new tools to analyse competitors, understand their strategies, and anticipate their reactions to your actions. - Increase the impact of marketing activities by leveraging your strengths from your customers' perspective. - Understand how connections among businesses can change the competitive landscape for your products or services.

