

MANAGEMENT DEVELOPMENT PROGRAMMES

MARKETING

Course Title	:	INTEGRATING MARKETING & FINANCE: A STRATEGIC FRAMEWORK
Course Code	:	Mktg: IM&F: ASF
Course Overview	:	<p>Integrating Finance and Marketing shows participants how to create shareholder value by understanding the interactions between marketing and finance. This cross-functional programme creates a common foundation that allows finance and marketing executives to assess the costs and benefits of various marketing strategies, incorporate financial data to assess performance, and effectively communicate the financial implications of marketing plans.</p> <p>The course offers financial planners insights into the process of marketing strategy analysis. It explores the supply-side consequences and the investment and expense requirements of different market segmentation strategies, as well as the cash flow consequences of competitive dynamics. It also gives marketing managers a deeper appreciation of the bottom-line effects of marketing decisions and the process of financial planning.</p>
Target Audience	:	Mid to senior level executives who need a better understanding of the interface between marketing and finance – including finance managers, marketing managers, general managers, and strategic planners – will benefit from this course.
Selected Session Topics	:	<ul style="list-style-type: none"> - Marketing: conceptions, strategies, plans, and Metrics - Assessing and valuing markets - Divisional performance and value creation - Capturing value in mergers and acquisitions - Creating and presenting marketing plans - Integrated approaches to sustaining competitive advantage
Key Take-Away	:	<ul style="list-style-type: none"> - Gain practical working knowledge of how finance and marketing – and their interrelation – contribute to the organisation's bottom line. - Discover how market leaders are using the impact of marketing decisions on financial performance to build corporate value. - Improve cross-functional communications to ensure that financial decisions and marketing decisions are well aligned with corporate strategy. - Gain insights on the use of financial data to assess performance that can be shared across teams and divisions. - Assess the costs and benefits of various marketing strategies, and know how to effectively communicate your ideas. - Understand how creating value for customers can build shareholder value. - Learn how to effectively support your budgets and communicate marketing successes.

