



MARKETING PROFESSIONALS PROGRAM

Marketing in today's complex, changing, and competitive world is more challenging than ever. To be successful requires a more robust vision of marketing, with an expanded and central role in the organization. It also demands discipline—a structured and systematic approach to marketing. And it mandates a mastery of state-of-the-art marketing tools.

The **Marketing Professionals Program** is a four-day workshop designed for the marketer who is indeed challenged by this complex, changing, and competitive world. It offers a new definition of marketing which elevates marketing from the tactical to the strategic level, and re-casts it as the organization's profit center.

The program introduces a **proprietary 8 Ds Framework** of strategic marketing management, progressing through this framework step-by-step and thereby highlighting the newest tools in marketing.

Benefits to You :

Upon completion of the program, you will:

- Recognize and appreciate the importance, scope, and nature of marketing in competitive markets
- Have a new framework for strategic marketing management, and
- Have a new set of marketing tools.

You will then be able to:

- Create a new strategic vision for marketing in your organization;
- Develop tactical policies, procedures, and programs for implementing this strategic vision; and
- Oversee the ongoing management of these tactical policies, procedures, and program.

WHO SHOULD ATTEND?

- mid- to high-level executives who have operational and/or strategic marketing responsibilities in their companies
- chief marketing officers
- vice presidents of marketing
- general managers
- Product, brand and category managers
- marketing communications managers and public relations managers.
- seasoned marketers in allied marketing 'services' companies, including advertising agencies, marketing research providers, public relations firms, and marketing consultancies.

Schedule and Topics:

1. Day

The Foundations of Strategic Marketing Management

- Competition
- Consumer Value
- Consumer Satisfaction
- Competitive Advantage
- Innovation
- Marketing Orientations
- The Marketing Mix
- The 8 Ds Model

2. Day

The 8 Ds: Discover, Describe, Decipher, Decide

- Marketing Research
- The Market: SLEEP-I-C
- The Organization: Values/FLIPHOR/7Ps
- Customer Lifetime Value
- Customer Equity
- Attractiveness Matrices
- Financial and Strategic Compatibility

3. Day

The 8 Ds: Develop and Define

- Marketing Planning
- Marketing Plans
- Mission, Goals, Objectives
- Segmentation, Targeting, and Positioning
- The 7 Ps

4. Day

The 8 Ds: Deploy and Diagnose

- Training and Internal Marketing
- Resource Acquisition
- Project Management
- Timelines and Budgets
- Fair Value Line
- Brand Awareness and Equity
- Marketing ROI
- Contingency Planning

PRAGUE

September 24-27

2008

LOCATION:

Hotel Adalbert

Markétská 28/1
169 00 Prague 6

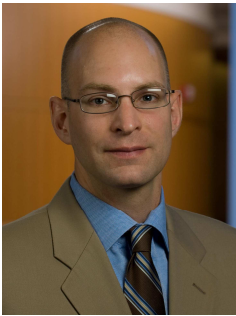
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Lecturers



John Branch is Lecturer of Marketing and Strategy at the Ross School of Business, and Director of Educational Outreach at the William Davidson Institute, both at the University of Michigan (U.S.A.).

He began his academic career at École Supérieure de Commerce de Rennes in France, but since then, he has

also served as an adjunct or visiting professor at more than 40 business schools throughout world.

Dr. Branch has been involved in a variety of European Union and other government-funded development projects, most notably in Central and Eastern Europe and has participated in management training programs in numerous international organizations, including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Coca-Cola, Michelin, Oracle, and Nestlé.

Dr. Branch holds a Ph.D. in marketing from the University of Cambridge in England.



Daniel Butler is Professor of Technology Management and Associate Professor of Marketing at Auburn University.

Dr. Butler has conducted dozens of executive education programs in many countries, including Czech Republic, Hungary, England and France. His clients have

included Sony, UCB Chemicals, Westinghouse, GTE Sprint, CharBroil, Zebco, W.C. Bradley, Fisher Scientific, Bayer, NYNEX, Nanotek, and the National Telephone Company of the Dominican Republic.

In addition to his teaching and consulting experience, Dr. Butler has worked as a bank auditor, a government lobbyist, and assistant cruise director for Norwegian Cruise Lines.

Dr. Butler holds a PhD in marketing and international business operations from the University of South Carolina.

About the Organizers

TAW Czech s.r.o. is a subsidiary of one of the most prominent providers of continuing education and re-qualification courses – TAW Group. TAW Group organizes approximately 2.500 courses a year with around 30.000 participants, and 3.000 lecturers. The academy has long-term experience in continuing education and put emphasis on high quality, professional conduct and the complex education approach. Seminars and training sessions are conducted in a highly professional manner covering all aspects of business activities, as well as broad spectrum of technical topics.

High quality of our services guarantees practical and concrete results for your company.

Based at the University of Michigan, **the William Davidson Institute** is a non-profit organization dedicated to promoting the transformation of emerging market economies to advanced market economies. Since its founding in 1992, WDI has conducted educational and research initiatives in over 40 countries around the world. Since 1992, WDI Executive Education has trained more than 4.000 managers from over 1.200 organizations especially in Central & Eastern Europe, Southeastern Europe, Russia and Latin America. The programs feature the latest global management thinking but incorporate local examples and case studies.

Program Co-sponsors

Program Fee

CZK 39,000 + 19% VAT

The price includes the course fee, course materials, coffee-breaks and lunch.

Address: Hotel Adalbert, Markétská 28/1, 169 00 Prague 6

Upon successful completion of the Marketing Professionals Program participants will receive a certificate of the

William Davidson Institute
and
TAW Group.

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THE WILLIAM DAVIDSON INSTITUTE
AT THE UNIVERSITY OF MICHIGAN



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