

Strategic Marketing: Shaping the success of an organisation through innovative strategies

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“Live” Masterclass

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Every organisation has to put in a lot of money, resources, and manpower in promoting its service. In the current economy, just creating goods and expecting to get buyers is certainly not going to work out. Instead, every business has to focus on creating products that resonate with the needs of consumers. This also gives your goods or services a unique value, making it all the more favourable over other competitors.

For an organisation, strategic marketing is now vital for sustaining itself in the long run. This masterclass will provide you with the latest innovative tools in marketing for successful marketing strategies, enable you to understand the key drivers of successful marketing strategies and critically evaluate the success of marketing campaigns.

Topics covered include:

- Customer relationship marketing
- Product marketing strategies
- Marketing channels management
- Strategic marketing communications
- Brand management
- Brand leveraging strategies

Who should attend:

This masterclass is designed for participants interested in the latest tools and cutting edge knowledge of strategic marketing, including customer relationship management, brand management, relationship marketing, and brand leveraging strategies.

Delivered via Microsoft Teams, over five days with 1.5 hours of live classes per day to include interactive exercises, quizzes, case and group discussions.

Upon completion of this masterclass, participants will receive a digital certificate from Imperial College London.