

## Seminar & Workshop: Strategic Marketing

### Summary

- ✓ Course dates: 28.11.2024-30.11.2024 and 05.12.2024-07.12.2024
- ✓ Course duration: 5 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Justin Becker
- ✓ Price: 2460 €

### Course overview

Knowledge of marketing mindset and methods, knowledgeable information research and factors influencing buyer behaviour represent a basic skill that also helps improve decision quality in operational management.

### Course content

#### Basics of Marketing

- ✓ Mindset, philosophy of marketing
- ✓ Basic principles of marketing ethics
- ✓ Concepts of corporate management (corporate culture, corporate guidelines, corporate identity)

#### Strategic situation analysis

- ✓ Strategic Business Units
- ✓ Product life cycle
- ✓ Strategic Marketing Planning
- ✓ Market segmentation

#### Strategic Marketing

- ✓ Strategic planning
- ✓ Portfolio concepts
- ✓ Porter and Ansoff
- ✓ Positioning

#### Operative Marketing

- ✓ Marketing tools
- ✓ Basic features of marketing controlling

Introduction to special Marketing sectors

- ✓ Services marketing (incl. 7 Ps)
- ✓ Capital goods marketing (incl. buying centre)
- ✓ Innovation marketing
- ✓ Basics of consumer behavior

The course topics are covered in a seminar-style approach which includes lectures, group work and practical exercises. Participants will work on individual sub-topics independently. Critical discussions will be incorporated into the course in order to encourage reflection, exchange and participation.

#### **Dates**

November 28 - 30, 2024 and December 05 - 07, 2024 (on-site in Berlin). On Thursdays the course is half-day (starting in the afternoon) and on Fridays/Saturdays full-day.

#### **Booking and contact**

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: [info@academy-tu.berlin](mailto:info@academy-tu.berlin). We hope to see you in Berlin - or online - very soon!