

# International Marketing

Crafting efficient International Marketing Strategies & implementing them locally

“Finding the right balance between a global Marketing Strategy & local Marketing Programmes, tailored to specific needs, can be demanding at times. The purpose of this training programme is to help you defining the best tools and methodology to develop your European or global Marketing mix, to adapt it locally.”

## Pour qui ?

- Marketing managers (e.g. area managers, brand managers, product managers) & Marketing directors.

## Objectifs

- Design an international marketing mix that can be directly implemented (standardised programmes) or customised (tailor-made programmes).
- Adapt International Marketing Strategy to local needs.
- Implement your operational Marketing Plans efficiently:
- leverage on local and international sales-force,
- craft relevant Key Performance Indicators and reporting tools.

## Programme

### 1 International Marketing Key Factors of success

- Manage International Marketing Strategies: "think global-act local".

- Design efficient International marketing organisations: European subsidiaries of international companies, European groups with strong international orientation.
- Acknowledge cultural differences and specific needs of local customers, partners and personnel.

### 2 International Marketing Strategies

- Threats and opportunities analysis
- Developing consistency through marketing strategy
- Assessing business situation : major competitors, key factors driving market attractiveness.
- Identify profitable markets abroad, target relevant customer clusters and position your marketing mix accordingly.
- List options available and choose the best strategy for full international growth.

### 3 International Marketing-Mix

- Standardised or tailored approach : frameworks, case studies, key success factors, limitations.
- Product portfolio management in an international context
- Improve your bottom-line : the "reversibility principle".
- Optimise your products' life cycle according to local market's life cycle.
- Brand management: creation, launch, growth, withdrawal - local, national or international brands.

### 4 International Marketing plan

- The steps from Executive summary to budget and control
- Implement local action plans and measure results of Marketing programs.
- The KPIs (Key Performance Indicators) and MCRS (management Control and Reporting Systems)

### 5 International Marketing Implementation

- Manage and federate multicultural teams.
- Leading an international marketing community

**e-learning** : Modules d'autoformation à distance qui peuvent être suivis pendant ou à l'issue de votre formation.

- Developing consistency through marketing strategy
- Leading an international marketing community

## Les + de cette formation

■ **A practical, "outcome-focused" approach** : Marketing topics are discussed both from a global & local, strategic & operational perspective

■ **An expert consultant** with a broad experience in international marketing issues.

■ **Cegos Training Pack** : toolkit, individual action plan.

**e-learning** : Modules d'autoformation à distance qui vous permettent d'approfondir et de compléter certains thèmes étudiés

<b>2 JOURS</b> Réf. <b>6240</b>  46 € <sup>HT</sup> Paris 40 € <sup>HT</sup> Régions	<b>1180 €<sup>HT</sup></b>	<b>Paris</b> 11 fév > 12 fév 15 avr > 16 avr 10 juin > 11 juin 30 sep > 1 oct 2 déc > 3 déc							