

Pedagogia Programme Specification

Marketing Boot Camp



The Problem: Marketing is arguably the key function for a company to get right and yet in practice marketing knowledge and skills in the marketing function are often low, and marketers themselves often lack formal marketing training. The problem is how to ‘kick start’ or boost marketing knowledge and skills, and how to do it comprehensively rather than a ‘piece meal’ approach which never reaches critical mass and which never makes an impact or difference.

The Solution: Marketing Boot Camp is the ideal solution for companies looking to quickly improve marketing skills and performance of marketing teams or departments, particularly where there are 15 or more potential participants. Marketing Boot Camp is probably the toughest, most intensive marketing training in Europe - it is a full-immersion workshop lasting 4,5 days of the most intensive marketing training. Marketing Boot Camp is designed to provide an unforgettable experience. It uses a combination of indoor classroom and outdoor exercises to deliver and reinforce marketing knowledge, but also to build team-working and a strong bonding experience between marketing colleagues. The week is total immersion in everything which is marketing. It delivers comprehensive marketing knowledge, tests thinking, provokes ideas and common approaches, and provides ‘drills and skills’ which will remain with participants for the rest of their lives. It is also incredibly intense: the days are full and challenging but some days start very early (06h00) and participants will be expected to work several evenings often until very late, creating and delivering marketing ideas and plans against tight deadlines, just as happens in real life.

This workshop is a 4½ day programme delivered as an in-house programme. It is a fully residential, off-site course, typically delivered at a suitable location in the UK or France. Whilst the workshop delivers generic marketing knowledge and skills it is also possible for to deliver a semi-custom tailored workshop using the marketing situation and challenges of the requesting organisation, so that participants work on application to the company’s business reality.

Benefits: The programme delivers clear, exceptional **benefits to the participants** because it will build comprehensive and exhaustive marketing knowledge and skills. It uses proven marketing tools and frameworks and the workshop then provides multiple scenarios, case studies, field trips and practical opportunities for participants to put it into action. Participants will leave capable, boosted and energised, eager to put their newly acquired knowledge to the test and tackle the marketing challenges their employer faces. Furthermore it builds strong bonds and teamwork between colleagues that only a tough and shared experience can create. The programme has several **benefits for the company / employer**, because it will give your marketing team a completely new outlook. Individuals will be energised, have a winning culture and be equipped with the necessary knowledge and skills to tackle key marketing challenges.

Typical learning outcomes:

- Participants gain a solid and extensive knowledge about marketing
- They learn the secrets to good marketing, with simple but powerful tools, tricks, models and frameworks
- Core marketing skills and processes are drilled and perfected
- There are many scenarios and case studies, (which could use the business situation of the requesting organisation) - these build, develop and strengthen capabilities
- Participants take part in short field trips, visiting shops / businesses, markets and practicing market research to see marketing in action
- Participants learn the secrets of how good organisations build marketing plans and campaigns
- Participants learn how to build effective Go-to-Market plans
- Participants work on a major marketing issue (usually set by the requesting organisation) and work in competing teams to build a marketing plan in teams and present them
- Participants learn how to strategise and plan marketing activities, and how to get buy-in of senior management

Target audience:

- Marketing teams who need to boost their thinking and capability.

A typical Marketing Boot Camp programme comprises 4½ days of demanding learning:

| Day 1 | |
|-------|--|
| ● | Introduction |
| ● | Marketing knowledge tests and benchmarking |
| ● | Key marketing concepts and frameworks. How does marketing work? |
| ● | The 4 Cs |
| ● | Social evening |
| Day 2 | |
| ● | Early start |
| ● | Segmentation, positioning and targeting |
| ● | Practical project: site visit and practical market research project |
| ● | Team working exercise outside |
| ● | Group work late on segmentation exercise |
| Day 3 | |
| ● | Early start |
| ● | The 5 Ps: Positioning, Product strategy, Placement / channel, Marketing Promotions / Marcoms, Pricing strategies and tactics |
| ● | Building a powerful Go-to-Market plan |
| ● | Team working exercise outside |
| ● | Social evening |
| Day 4 | |
| ● | Market strategies and planning |
| ● | How to win. What does the competition do? |
| ● | Building a marketing plan |
| ● | Teams work until late on the marketing plans / presentation |
| Day 5 | |
| ● | Teams present their plans to a jury which can include requesting organisation's marketing management |
| ● | Closing tests and benchmarking |
| ● | Personal Action Plans |
| ● | Close |

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