

This comprehensive and highly practical seminar, developed and taught by a former Fortune 100 senior marketing executive and top graduate business school professor, teaches participants how to develop cost effective and impactful marketing plan strategies and tactics for Business to Consumer, Business to Business, and Non-Profit firms. The seminar instructs how to:

- Develop competitive marketing strategies
- Determine and allocate realistic marketing budgets
- Create marketing programs that will get noticed and encourage consumers to take positive action
- Measure success and further optimize marketing programs

This Marketing Visualized Training Series is designed to help attendees develop impactful & cost effective Marketing Plans. We provide an easy to apply framework & tools for developing plan objectives, strategies, breakthrough tactics, & diagnostic metrics. An unusual range of visual examples is used to illustrate concepts.

Who Should Attend

- Marketing Managers
- Product/Brand Managers
- Advertising Professionals
- Market Research Managers
- Strategists & Financial Analysts working with brands
- Research & Development Managers
- Functional specialists who assist marketing departments with the development & introduction of new products & line extensions
- Consultants who work with brands
- Creatives in the fields of food, fashion & industrial design
- All learning applies to Business to Consumer, Business to Business & Non-Profits

New York City

\$2,800

marketingvisualized@gmail.com

Key Topics

- How to develop a marketing plan document in its entirety
- How Marketing Plans relate to Strategic Plans
- Marketing Plan pre-work: industry, trend & competitive analyses, as well as available data sources & marketing research needed
- The key marketing strategy tools used to position brands
- How to develop a marketing budget that meets volume & profit goals
- How to select the most appropriate marketing elements
- How to develop highly impactful marketing programs
- How to ensure & evaluate programs for effectiveness & improvement
- How to direct multifunctional teams & execute marketing programs

What Attendees Receive

- A Marketing Plan Element Checklist, Document Template & Example
- Detailed instructions on each element of the plan

Previous Participants Testimonials

There is nothing more inspiring than hearing about a story of a great idea told by its own inventor... Inventours is not about powerpoint slides or just another executive course. It is about real passion, real life, hands on innovation! It has been an amazing journey to participate at Inventours Paris, for me as a Professional but as an individual as well. I can only recommend it!

Maria Tavares, Head of Color Innovation, DSM
Inventours Paris

The objective of the Marketing Plans Program is quite practical—to develop a marketing plan for a brand. Michelle guides us through the upfront preparation for the plan, as well as the plan itself. A course with such practical implications is totally geared towards executives who can take lessons from the class one day and implement them at work the next.

Todd Simley, News Producer NBC Universal, MSNBC

Thank you for a fantastic program. I wish I had taken it sooner in my career. As I am currently working on Marketing Plan for my brands, I found it helped me change the way I approached the industry and competitive analyses, providing more meaningful and actionable insights. My agencies commented it was the most thorough background they had received in preparation for their tactical pitches.

Stacey Keamey, Deputy Director, Product Manager, US, Sanofi Pasteur

Each day will have a continental breakfast at 8:00 AM, a mid-morning break, lunch at 12:00 PM and a mid-afternoon break. The course will finish at approximately 5:00 PM each day.

Day 1

Morning: The Overall Plan Process & Upfront Analysis

- Key steps & timing
- Marketing Plans vs. Strategic Plans & how they work together
- Industry & competitive analysis & marketing research
- Data/information sources
- Key strategy tools (positioning, segmentation, sources of volume)

Afternoon: Business & Marketing Goals, Budgeting, Integrated Marketing

- Goal & objective setting
- Determining the budget & methods for allocating resources
- Developing an overarching message & integrated 360° plan

Day 2

Morning: Maximizing Introductory Marketing Plans

- Advertising creative & “traditional” media plans
- Consumer promotion plans (tactics & costs)
- Trade & intermediary promotion plans (tactics & costs)
- Public relations, event & cause marketing plans (tactics & costs)

Afternoon: Balance Of Tactics, Measurement & Execution

- Digital marketing in all its forms
- Viral/buzz marketing
- Integrated marketing flowcharts: pulling it all together
- Program prioritizations, risks & hedges
- Monitoring Performance: plan element evaluation metrics
- Plan development timing, execution/implementations, & pitfalls

About the Instructor, Michelle Greenwald

Michelle Greenwald is a seasoned Fortune 100 marketing executive and distinguished professor. Her teaching credentials include the NYU Stern School of Business and Columbia Graduate School as well as Wharton, HEC Paris and IESE among others. Professor Greenwald is a former Senior VP at Disney, a VP GM at Pepsi, and has previously been featured as one of Ad Age's "100 Best & Brightest Women in Marketing". Her methodologies and course material have been praised by top executives at Google, Unilever, The Economist, NBC Universal, MSNBC, Estee Lauder, Johnson & Johnson and many more.

