



Competitive Marketing Strategies

Description

These courses are designed for managers and strategic planners who want to refine their skills for developing and implementing competitive marketing strategies. Individuals will learn how to conduct an internal analysis as part of the process of developing competitive marketing strategies. They will also examine questions relating to organizational resources and capabilities and will also look at areas to consider when doing a marketing audit, including innovation activities. They will also learn the process for developing a competitor intelligence system that enables better understanding of how they can use information about competitors to design their own marketing strategies for maximum effectiveness in improving market share

- ❖ [Conducting an Internal Analysis](#)
- ❖ [Analyzing Competitors](#)
- ❖ [Selecting and Implementing Strategies](#)
- ❖ [Increasing Competitiveness through Collaboration](#)

Cost: \$186.00