

# **HRODC Postgraduate Training Institute**

**A Postgraduate-Only Institution**

**271**

**Modern Marketing in a  
Consumer-Led Environment  
Course or Seminar**

**Leading To:**

**DIPLOMA – POSTGRADUATE IN  
Marketing Management  
*Accumulating to***

**POSTGRADUATE DIPLOMA  
Progressing To A Masters Degree –  
*MBA – MSc - MA***

### **Course Coordinator:**

**Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:**

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

### **Prof Crawford was an Academic at:**

- University of London (UK);

- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK);

### **For Whom This Course is Designed This Course is Designed For:**

- Brand Managers;
- Franchise Operators;
- Marketing Managers;
- Packaging designers;
- Product Designers;
- Product Launchers;
- Relationship Managers;
- Sales and Marketing Team Leaders;
- Sales Managers;
- Sales Promoters;
- Those concerned with client and customer relationship, and Product Launches.

**Duration:6 Days**

**Cost:£6,000.00Per Delegate**

#### **Please Note:**

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

#### **Cost includes:**

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate –in **Advanced Project Management (Quad Credit)**; or

- Certificate of Attendance and Participation – if unsuccessful on resit.

**HRODC Postgraduate Training Institute's Complimentary Products include:**

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

\*\*Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.\*\*

**Daily Schedule:** 9:30 to 4:30 pm.

**Location:** Central London and International Locations

**Modern Marketing in a Consumer Led Environment  
Leading to Diploma-Postgraduate - in Marketing Management**

**Course Objectives**

By the conclusion of the specified learning and development activities, delegates will be able to:

- Demonstrate a heightened understanding of the difference between customer needs and wants;
- View quality from the perspective of clients and customers;
- Evaluate existing marketing strategy, from the perspective of their effectiveness in our current economic climate;
- Draw on recent research findings with respect to changing client and customer values;

- Suggest, with supporting evidence, the reasons associated with clients and customers' 'shifting values;
- Demonstrate their ability to undertake a marketing environmental analysis;
- Determine the most reliable sources of marketing information;
- Predict customer behaviour based on available marketing information;
- Suggest the factors that are likely to affect particular customer behaviour;
- Link specific customer circumstance with possible behavioural outcomes;
- Demonstrate an awareness of the methods of dealing with variability in demand and perishability of service;
- Conduct a marketing research for a non-business organisation;
- Devise a workable marketing strategy for their organisation;
- Determine the appropriate marketing strategy for particular stages in the life cycle of a service;
- Devise an appropriate research strategy for eliciting information from clients & potential clients;
- Analyse and interpret empirical data;
- Effectively present information, taking account of the appropriateness of visual formats;
- Distinguish between different approaches to marketing & their underlying philosophies;
- Demonstrate an awareness of the importance of the marketing mix to service success;
- Conduct an internal organisational analysis;
- Conduct an external organisational analysis;
- Conduct a sector analysis;
- Determine key success factors;
- Determine the difference between product and service;
- Devise a workable marketing strategy for a non-business organisation;
- Apply the exchange concept to marketing non-business organisations;
- Dispel the traditional attitude of non-business organisations to marketing;
- Apply marketing analysis & marketing mix to non-business organisations;
- Distinguish between the methods used to market business & non-business organisations;
- Understand the simultaneous creation or dispensing & consumption of some services;

# Course Contents, Concepts and Issues

## Part 1: The Different Approaches to Marketing

- Production Orientation;
- Sales Orientation;
- The Marketing Concept;
- Distribution and Service Delivery.

## Part 2: Marketing and the Marketing Process: Understanding Customers

- Marketing: Creating and Capturing Customer Value;
- Company and Marketing Strategy: Partnering to Build Customer Relationships;
- Marketing Strategy in recessionary Periods;

## Part 3: Designing a Customer – Driven Marketing Strategy and Marketing Mix

- Customer-Driven Marketing Strategy: Creating Value for Target Customers;
- Products, Services, and Brands: Building Customer Value;
- New-Product Development and Life-Cycle Strategies;

## Part 4: Extending Marketing Through Marketing Information

- The Global Marketplace;
- Marketing Ethics and Social Responsibility;
- The Importance of Diversity Management in Global Marketing;
- Revolutionising Marketing Strategy with the Incorporation of an Effective Diversity Policy;
- Marketing Information and Customer Insights;
- Assessing Marketing Information Needs;
- Developing Marketing Information;
- Marketing Research;
- Analyzing and Using Marketing Information;
- Other Marketing Information Considerations.

## **Part 5: Understanding Consumer and Business Buyer Behaviour**

- Consumer Markets and Consumer Buyer Behavior;
- Model of Consumer Behavior;
- Characteristics Affecting Consumer Behavior;

## **Part 6: Products, Services, Brands, and Customer Value: Managing Product Life Cycle**

- Customer-Driven Marketing Strategy;
- Market Segmentation;
- Market Targeting;

### **Service Contract, incorporating Terms and Conditions**

**Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.**

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extinuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

**Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute**