

Success in Business Strategy & Marketing

- Monday** **Introducing Business Strategy**
- What is Strategy?
 - The Far Environment
 - The Near Environment.
 - Implementing Strategy
 - Implementing Change
 - Introductory Briefing for UNISIM Business Simulation
- Tuesday** UNISIM Business Exercise Financial Briefing
- Introduction to Marketing**
- The Marketing/Sales Relationship
 - Strategic Marketing. SWOT Analysis
 - Competition
 - Mission and objectives
 - Market research
 - The Marketing Mix – product, price and place
- Wednesday** **Introduction to Marketing (contd.)**
- The Marketing Mix - promotion
 - Public relations
 - Segmentation, targeting and positioning
 - Managing the corporate brand
 - The Business World
- Thursday** UNISIM Business Exercise
- Friday** UNISIM Business Exercise Presentations
- UNISIM Business Exercise Feedback
 - Final Debrief