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COURSE BROCHURE

# Advanced Marketing Skills Training Course

9 – 20 May 2027
Online

**jupiterprime.uk**

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

# Advanced Marketing Skills Training Course

**Ref:** 471_17169 **Date:** 9 – 20 May 2027 **Location:** Online **Fees:** 3200 GBP

Marketing Skills is an advanced 2-week training course for marketing managers, brand executives and product marketers who turn customer insight into an Annual Marketing Plan with a sharp value proposition and a performance dashboard. Markets fragment into smaller segments while price comparison becomes instant, so firms that cannot choose where to compete and how to win lose margin to clearer rivals. Jupiter Prime Training offers this course to marketers moving from campaigns to marketing leadership.

## Why Marketing Skills Matter Now

Three pressures shape marketing roles today: customers who switch brands after one poor experience, finance directors who question spend that cannot be linked to growth, and product portfolios that widen faster than budgets. A marketing function with strong segmentation, positioning and pricing discipline concentrates resources on the customers it can serve profitably, while a weak one spreads money thinly and competes on discounts. The course draws on segmentation, targeting and positioning STP, the extended marketing mix 7Ps, the jobs-to-be-done lens of customer need, and the Ansoff growth matrix, alongside a balanced set of marketing metrics.

## Who Gains Most from Marketing Skills

- Managers accountable for a brand's annual objectives and budget
- Product marketers who set launch positioning and pricing for a portfolio line
- Brand executives who brief agencies and protect brand consistency
- Insight owners who commission research and translate it for decision-makers
- Channel and trade marketers who agree terms and activity with distributors and retailers

A brand or category team that writes one shared plan each year gains most when its brand, product and insight members attend together.

## Marketing Skills Capabilities

Participants practise the judgement calls that separate a marketing leader from a campaign coordinator.

- Assess market attractiveness and competitive position for each segment — leadership choosing where to compete
- Design a value proposition and positioning statement for a target segment — brand teams briefing agencies
- Weigh product, price, place and promotion options against margin goals — product owners setting the mix
- Calculate price elasticity effects and channel margins — commercial directors approving price changes
- Specify marketing metrics from awareness to customer lifetime value — finance partners judging return
- Build an annual plan with objectives, budget phasing and a dashboard — boards signing off marketing investment

## Key Marketing Skills Terms

- Segmentation — dividing a market into groups of buyers with similar needs, behaviours or characteristics that respond alike to marketing.
- Positioning — the distinct place a brand aims to hold in target customers' minds relative to competing offers.
- Value proposition — a clear statement of the benefits a target customer receives and why they exceed the alternatives.
- Marketing mix — the controllable choices of product, price, place and promotion, extended to people, process and physical evidence for services.
- Price elasticity — how strongly demand for an offer changes when its price rises or falls.
- Share of wallet — the portion of a customer's total spend in a category that goes to one brand.

## Marketing Skills Day by Day

## Day 1: Market Context and Strategic Choices

- PESTLE Scan of Category Forces — Spotting Shifts That Reshape Demand
- Porter's Five Forces — Judging Category Profitability and Rivalry
- Ansoff Growth Matrix — Choosing Between Penetration, Extension and Diversification
- Marketing Audit Checklist — Rating Current Strengths and Gaps
- SWOT to TOWS Conversion — Turning Findings Into Strategic Options

## Day 2: Customer Insight and Research

- Jobs-to-Be-Done Interviews — Uncovering Why Customers Switch Brands
- Survey Design and Sampling — Avoiding Biased Answers
- Customer Persona Building — Humanising Segment Data for Creative Teams
- Purchase Decision Journey — Locating Moments That Change Choice
- Insight Statement Writing — Linking Tension, Motivation and Opportunity

## Day 3: Segmentation and Targeting

- Needs-Based Segmentation — Grouping Buyers by Benefits Sought
- Behavioural and Value Segmentation — Separating Heavy, Light and Lapsed Buyers
- Segment Attractiveness Scoring — Ranking Size, Growth and Accessibility
- Target Segment Selection — Concentrating Budget Where Advantage Exists
- Business Buyer Segmentation — Mapping Decision Units in Corporate Accounts

## Day 4: Positioning and Value Proposition

- Perceptual Mapping — Finding Open Space Against Competing Brands
- Points of Parity and Difference — Defining What to Match and Beat
- Value Proposition Canvas — Fitting Gains and Pains to Offer Features
- Positioning Statement — Briefing Agencies With One Clear Promise
- Brand Personality and Tone Guide — Keeping Expression Consistent Across Touchpoints

## Day 5: Product and Portfolio Decisions

- Product Life Cycle Analysis — Timing Relaunches and Withdrawals
- BCG Portfolio Matrix — Allocating Support Across Stars and Cash Cows
- Range Architecture and Variants — Reducing Cannibalisation Between Offers
- New Product Stage-Gate Criteria — Deciding Which Concepts Proceed
- Service Blueprint for Offers — Designing People, Process and Physical Evidence

## Day 6: Pricing Strategy

- Value-Based Pricing — Setting Prices From Customer Willingness to Pay
- Price Elasticity Estimation — Testing Demand Response Before Changes
- Good-Better-Best Price Tiers — Guiding Buyers Toward Profitable Choices
- Discount and Promotion Rules — Protecting Margin During Campaigns
- Competitive Price Response Matrix — Choosing When to Follow or Hold

## Day 7: Channel and Route-to-Market Choices

- Channel Mapping — Matching Distribution Paths to Segment Habits
- Distributor and Retailer Margin Structures — Balancing Partner Incentives
- Trade Marketing Calendars — Coordinating In-Store and Partner Activity
- Direct-to-Customer Channels — Weighing Control Against Channel Conflict
- Key Account Joint Business Planning — Aligning Growth Targets With Partners

## Day 8: Integrated Marketing Communications

- Communication Objectives Hierarchy — Moving Buyers From Awareness to Loyalty
- Creative Brief Writing — Turning Positioning Into Agency Direction
- Media Mix and Budget Phasing — Balancing Brand Building and Activation
- Message Testing Methods — Checking Recall and Persuasion Before Launch
- Customer Retention and Loyalty Schemes — Raising Share of Wallet

## Day 9: Marketing Metrics and Accountability

- Brand Health Tracking — Monitoring Awareness, Consideration and Preference
- Customer Lifetime Value Model — Ranking Segments by Long-Term Worth
- Marketing Return on Investment — Separating Incremental From Baseline Sales
- Marketing Performance Dashboard — Showing Leading and Lagging Indicators
- Budget Setting Methods — Comparing Objective-Task and Share-of-Voice Approaches

## Day 10: Practising the Annual Marketing Plan

- Situation Summary From Audit and Insight — Framing the Plan's Starting Point
- Target and Positioning Confirmation — Locking Segment Choices and Promise
- Mix and Pricing Decisions Table — Aligning Product, Price, Place and Promotion
- Dashboard and Review Calendar — Setting Checkpoints for Corrective Action
- Annual Marketing Plan — Presenting Objectives, Budget and Metrics for Approval

## Applying Marketing Skills After the Course

- Run a segment attractiveness scoring session with brand and sales colleagues and agree two priority segments for the coming year.
- Rewrite one brand's positioning statement and creative brief, then test the revised message with a small customer panel.

## Marketing Skills Questions FAQ

### What are advanced marketing skills and why do they matter now?

Advanced marketing skills are the decisions on segments, positioning, mix, pricing and metrics that steer a brand. They matter now because customers switch quickly and finance teams demand proof, so marketers must concentrate spend where they can win profitably.

### Which roles gain most from advanced marketing skills training?

Marketing managers, product marketers and brand executives gain most. A consumer goods brand uses these skills to defend shelf position and price, while a business services firm in sectors such as banking or logistics uses them to target corporate accounts and position against competitors.

### How does advanced marketing skills training differ from a digital marketing course?

Advanced marketing skills training focuses on strategic choices that come before channels. A digital marketing course concentrates on search, social and analytics execution; this course covers insight, segmentation, positioning, pricing, route to market and accountability across every channel.

## What do you bring back from advanced marketing skills training?

You bring back a draft yearly plan for your brand or product line. It sets target segments, a positioning statement, mix and pricing decisions, budget phasing and a dashboard, ready for discussion with your manager and finance partner.

## Marketing Skills: The Way Forward

The Annual Marketing Plan first informs which segments receive priority budget in the coming year. Brand managers, product marketers and finance partners use it to agree targets, price moves and campaign phasing. After the first quarterly review, the pricing assumptions deserve a second look, since early sales data often shows a different elasticity from the one the plan expected.