

INTENSIVE PROGRAM IN MANAGEMENT & MARKETING

CONCEPT

Marketing is the intensive preoccupation with the customer, his needs and wishes, his unsolved problems and his willingness – through the launch of new technologies and services – to participate in new markets. Marketing aligns all company processes, the thinking and actions of an organization, to customers and customer benefits. For this, it needs concepts, instruments and systems. It needs a customer-oriented corporate culture. And it requires a lot of instruments to actually implement marketing measures successfully. This seminar takes you on a systematic journey through the world of marketing. It offers you a comprehensive look at marketing with a special focus on what has become more important during the last few years – direct marketing, online marketing, digital marketing, search engines and social media.

WHO SHOULD PARTICIPATE

- Executives looking for a comprehensive up- date of modern marketing techniques
- Managers in the areas of market analysis, market research, marketing, sales and distribution
- Those responsible for customers, customer segments and products or product lines, brands, sales channels, profit centers
- Executives from outside marketing who want to improve their knowledge of marketing

TOPICS TO BE COVERED

The Building Blocks of Modern Marketing

- The overall system of marketing
- The individual components of holistic marketing
- The marketing model

Always start with Customer Needs and Benefits

- Understanding and knowing the market
- Market and competitor analyses
- Who is the customer, what is customer segmentation?
- My customer's needs, the needs of consumers as a whole
- Inventing new customer benefits

The Purpose is Success in the Marketplace

- Creating new demand through innovation
- Actively selling – sales management
- Creating a presence in „search“ channels – search engines
- Activating referral marketing
- Customer satisfaction, customer retention, customer loyalty

Strategic Marketing Concepts

- Target marketing
- Positioning, differentiating
- Brand strategy, brand management
- Product, service and solution strategies
- Sales and distribution strategies
- Pricing and conditions policy
- Communication strategy

Sales Management

- Developing your own sales model
- Establishing a superior sales process

Direct Marketing, Online Marketing

- Building up and optimizing direct marketing activities
- How to be found by search engines
- Referral marketing thanks to social media
- Developing and managing an online shop

Branding, Brands

- The importance of a brand to the business of your company
- Market strategy and market launch

KEY DETAILS

No.	Date	Location
ZN 8010	Part 1: Feb 03 – 07, 2020	Berlin, D
	Part 2: Mar 16 – 19, 2020	Lucerne, CH
ZN 8020	Part 1: Feb 03 – 07, 2020	Berlin, D
	Part 2: Jun 15 – 18, 2018	Hamburg, D
ZN 8030	Part 1: Sep 14 – 18, 2020	Lucerne, CH
	Part 2: Nov 02 – 05, 2020	Berlin, D
Fees:	CHF 6,900.– / EUR 6,600.–* plus VAT	
Program length:	9 days	
Registration:	www.zsom.ch/zn80 or registration form on the back of the brochure	
*Invoicing in EUR possible (depending on current exchange rate)		

ADMINISTRATION, TRAVEL, ACCOMODATION

CONSULTATION

If you need advice, we're available for a personal meeting, by phone or email. Our advanced training portfolio consists of modules, which are optimally coordinated with each other. This creates an attractive, educational curriculum with a strong practical orientation, but it is also possible to develop an individual curriculum from them for the targeted development of a specific set of skills. For all administrative questions, or questions relating to the content of our programs, please contact:

Zürich School of Management

Untere Dorfstrasse 2

CH – 8700 Kuesnacht / Zurich, Switzerland

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E-Mail: info@zsom.ch · www.zsom.ch

REGISTRATION & REGISTRATION CONFIRMATION

You can register for one of our programs by mail, fax or on the internet. After you register, you will receive the written confirmation including invoice and seminar location by regular mail. We will inform you immediately if the seminar is booked-out.

The fee listed in the bill covers the costs for the seminar or certificate program, but not the costs for room and board or the daily delegate rate (for the conference package). Value-added tax (VAT) will be calculated separately and shown separately on the bill. It is possible to have your bill calculated in euros. Every participant must pay – independent of his or her seminar fee and hotel – a daily flat-rate fee for the conference package. Our events are held at suitable seminar hotels or at our campus in Kuesnacht / Zurich. All additional costs for hotel amenities, that are separate from the daily flat-rate, must be paid by the participant directly to the hotel. The daily delegate rate corresponds to the usual international costs and is usually between CHF 80 and CHF 110 per day.

RESCHEDULING, POSTPONEMENT, CHANGES

Changing your registration from one event to another, or rescheduling a seminar class to the next one, is possible no later than 6 weeks before seminar begin at a fee of CHF 350/Euro 300. Up until two weeks prior to seminar begin, you can register a replacement participant at this same rescheduling fee, as long as he or she meets the participant description. There is no compensation required for seminars or parts of seminars not visited. Any seminar can be cancelled by us at any time due to a lack of participants without any claim of damages.

IN-COMPANY WORKSHOPS

After we receive your order for a seminar from our workshop series, we will contact you to arrange a date based on availability that is acceptable to all those involved. Workshops are held at our Executive Campus, 8700 Kuesnacht. In addition to the seminar fee, we charge a daily flat-rate fee of CHF 85 per person. This includes lunch. If you wish, we can hold the event at a location of your choice. In this case, we charge for travel and accommodation costs of our staff.

CANCELLING YOUR REGISTRATION

Cancellation of your registration is possible no later than 3 months before the start of the seminar at no cost, concerning the seminar fee itself. Concerning cancellation fees for your hotel, this depends on the hotel and when you booked your room. For registered participants who cancel between 3 months and 6 weeks prior to seminar begin, we charge a cancellation fee of 40% of the seminar fee. Registered participants who cancel later than 6 weeks before seminar begin must pay the entire seminar fee. However, they have the opportunity to send a replacement as late as 10 working days prior to seminar begin.

INSURANCE, GENERAL TERMS & CONDITIONS

Damages incurred due to accident, disease, third-party liability, theft, cancellation of a seminar or damages from using the management knowledge taught, must be insured and covered exclusively by the participant, or the organization or company who contracted the seminar. All liability from our side that exceeds the amount of the paid seminar fee is explicitly excluded. Swiss law applies and the court of jurisdiction is Zurich. All past information concerning content, dates and prices lose their validity upon publication of this new brochure.

REGISTRATION FORM INTERNET: WWW.ZSOM.CH

Send to:

Zürich School of Management
Untere Dorfstrasse 2, CH-8700 Küsnacht / Zurich

E-Mail:
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Fax:
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Last Name _____

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Street, P.O. Box _____

Postal Code _____

City _____

Country _____

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Telephone _____

Fax _____

Position _____

Industry (opt.) _____

Number of Employees (opt.) under 200

up to 1000

over 1000

Signature _____

Date _____

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