

THE DIRECTOR'S ROLE IN STRATEGY & MARKETING

WHO THE COURSE IS AIMED AT

Directors and Executives, from all sizes of organisations and industry sectors, who wish to develop their strategic thinking skills and put strategy into operational practice.

LENGTH OF COURSE

Three days

COURSE OVERVIEW

This three day course provides an introduction to the key management theories and processes for creating and managing your organisation's overall strategy and marketing strategies. It considers the main approaches to strategic direction and marketing within the organisation, and will assist you in your role of leading the strategic process.

It also identifies the critical elements of the strategic process and facilitates their exploration and practice. The course is one of a series of modules that make up the Certificate in Company Direction. You can choose to register for and study the Certificate as a whole (10 days teaching in total) or as individual modules.

COURSE CONTENT

- The role of the board in the development and implementation of strategy.
- Examination of the issues surrounding strategy and marketing with fellow directors in a risk free environment.
- Exploration and use of a variety of techniques that assist the strategic process.
- How your board formulates, implements and monitors its business and marketing strategies.
- Discussion and assessment of marketing concepts with directors from other organisations before taking them back and applying them in your own business.
- Reference material, real life examples and post-course e-learning that reinforce the key learning points.
- Deeper insight into how the board designs, implements & monitors marketing strategies.
- The means by which strategic options may be generated and evaluated to arrive at the strategy that will deliver the vision.
- How to put strategy into action.

COURSE BENEFITS

Participation on this course will enable you to:

- Understand what strategy is and how a board uses it to generate value.
- Appreciate the strategic importance of a clear purpose as provided by vision, mission and values, and effective strategic thinking.
- Be equipped with tools to help make an effective situation appraisal and evaluate the relationship between the internal and external environments of the organisation.
- Understand that good strategic analysis is essential to good strategy formulation and implementation.
- Develop an understanding of the means by which strategic options may be generated and evaluated to arrive at the strategy that will deliver the vision.
- Understand the role of the Board in implementing strategy and the part played by marketing.
- Appreciate the importance of operational capability, its sources and the means by which it can be acquired.
- Obtain an overview of risk and measurement with respect to strategy implementation.

FEES & COURSE DATES

For information on fees and course dates, please download our booking form at www.leedsbeckett.ac.uk/iod

HOW TO APPLY

Please visit www.leedsbeckett.ac.uk/iod to download an application form.

MORE INFORMATION

For more information visit www.leedsbeckett.ac.uk/iod or for general enquiries please email iod@leedsbeckett.ac.uk or call +44 (0)113 812 7550.

Application forms are available at:
www.leedsbeckett.ac.uk/iod