



## Developing your Professional Marketing Skills

**The marketing professional's six qualities.**

**How to harness your strengths to consistently create value for your customers and company.**

**How to think outside the box to sharpen your competitive edge without losing sight of the marketing goals.**

### **Who can benefit:**

- Marketing managers, group leaders, product managers, market managers, marketing engineers, global brand managers, brand managers, marketing coordinators
- By extension: marketing assistants, survey managers, marketing project managers

### **If you want to...**

- **Harness** marketing best practices in an international context
- **Develop** your interaction and persuasive skills within your company
- **Create** value for your customers and thereby for your company
- **Act** intelligently, innovatively and interactively throughout the marketing process

**...Then this course is for you.**

## Model which guided the course design

The In3 Marketer: the three qualities that effective marketing professionals share



### The In3 Marketer's creed

**Intelligence:** the ability to analyse facts and distil the essential ones

- > Faster decisions and clearer marketing process management
- > Innovation: thinking carefully, creatively and realistically
- > Marketing strategy excellence and a creative edge to build a competitive and innovative offer

**Interactivity:** listening and persuading

- > Understanding the challenges down the road, building support for your projects and leading a marketing community

Time to remember  
...in the classroom

#### **Créafil**

*A fun way to learn and practise as a team:*

- > Build a new offering based on your positioning

#### **Colortech**

*Two teams compete:*

- > Make your product launches a success

#### **The In3 logo and profile**

*Self-assessment, individual action plan and logo creation:*

- > Your In3 Marketer profile
- > Positioning your promotion in a group

...during the e-learning modules

#### **New Chemical**

*Before the classroom course:*

- > Using your segmentation based on customer value

#### **Bolteck**

*Before the classroom course:*

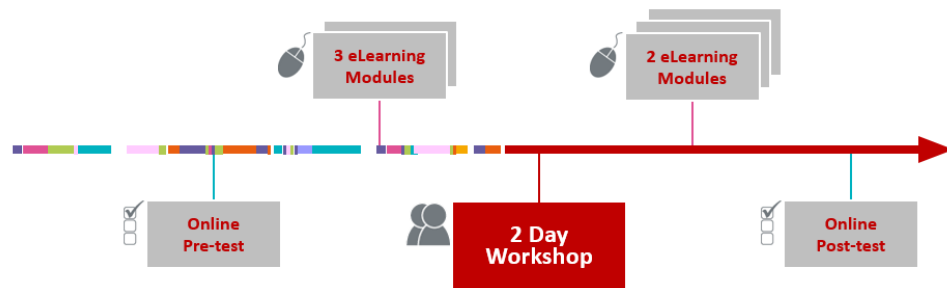
- > Analysing the gap between your objectives and market forecasts

#### **Transplastic**

*After the classroom course:*

- > Building your international marketing community

## Your training path



## Knowledge self-assessment

## Using customer equity to create value

### eLearning module 1

- Understanding the concept of customer equity.
- Selecting relevant criteria that have an impact on customer potential.
- Evaluating customer potential to define your marketing strategy.

## Aligning objectives with market forecasts

### eLearning module 2

- Producing realistic forecasts.
- Carrying out a precise gap analysis.
- Defining marketing options and objectives.

## Developing consistency through marketing strategy

### eLearning module 3

- Identifying marketing strategy steps.
- Segmenting your markets.
- Defining targets with potential.
- Positioning offers and brands.

# Your training path (continued)

## Launching a new product successfully

### eLearning module 3

- Acquiring a new product launch process.
- Putting together a sales argument for a new product.
- Breaking new ground with a Sales Book.
- Facilitating feedback from the field.

## Leading an international marketing community

### eLearning module 5

- Operating in a transnational context.
- Organising a community of transnational marketing specialists.
- Sharing the same methods and tools.
- Disseminating information and building up best practices.

## Progress self-assessment

## Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: [elearning@cegos.ch](mailto:elearning@cegos.ch)

## Evaluation and Certification

### Evaluation

#### Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

#### Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

### Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.

