

STRATEGIC MARKETING MANAGEMENT

PROGRAM CONTENT



OHIO
UNIVERSITY



LAIOB
EXPERIENCE

SOBRE O LAIOB

O LAIOB visa capacitar, qualificar e desenvolver profissionais da América Latina através de programas acadêmicos de curta duração e também mediante missões corporativas nos principais hubs de inovação do mundo.

Atualmente o LAIOB Experience, parte do grupo LAIOB, conta com parcerias com algumas das mais renomadas instituições dos EUA, tais como a Ohio University, The University of Akron e University of Miami para realização de cursos com foco em negócios e em um público que busca o aprimoramento de habilidades e visibilidade no mercado de trabalho.

Os cursos oferecidos em Ohio e Akron são de curta duração (duas semanas) e ministrados 100% em inglês, abrangendo as áreas de Management, Project Management, Marketing, Corporate Finance e Sales Management & Negotiation.



OHIO UNIVERSITY

Fundada em 1804, a Ohio University é uma das instituições de ensino superior mais tradicionais dos Estados Unidos e conta com mais de 30 mil estudantes em seus programas de graduação, pós graduação, em todos os seus campi.

Dentre as opções de curso que oferece, estão disponíveis mais de 250 cursos de graduação e 75 de pós-graduação, sendo internacionalmente reconhecida pela produção acadêmica e expertise em pesquisa.



OHIO
UNIVERSITY



O PROGRAMA

Strategic Marketing Management



OHIO
UNIVERSITY



OBJETIVO

O programa de Strategic Marketing Management na Ohio University tem como intuito desenvolver as habilidades de marketing do aluno, explorando as tendências para o futuro da área e capacitando-o no desenvolvimento de estratégias de campanhas de forma inovadora. Durante as aulas são abordadas temáticas como segmentação, análise mercadológica, gestão de conteúdo, branding & inovação, pesquisa, social selling, marketing digital e mais. Proporcionamos a usabilidade de ferramentas com professores referência na área e com experiência prática.

O PROGRAMA

Strategic Marketing Management



OHIO
UNIVERSITY



O programa tem duração de duas semanas e conta com aulas de segunda à quinta. Além das atividades na universidade, dedicamos um dia para visitarmos empresas da região. As visitas são direcionadas ao tema do programa, contribuindo para uma imersão ainda mais profunda na área de estudo.



Além das aulas específicas do curso de Strategic Marketing Management, também está incluso no programa aulas de Business English (curso opcional). As aulas de Business English abordam conteúdos relacionados ao mercado de trabalho, elevando o seu nível de inglês para o profissional.



A carga horária semanal do programa é de 32 horas/aula, incluindo os cursos de Strategic Marketing Management e Business English (curso opcional).



Ao final do programa, o aluno receberá dois certificados da Universidade: um referente ao curso de Strategic Marketing Management e outro ao curso de Business English.

PARA QUEM?

Para profissionais em posições estratégicas, que **atuam diretamente com o plano de comunicação da empresa;**

Para executivos que visam **crescimento profissional, capacitação e networking;**

Para profissionais que procuram manter-se **qualificados e atualizados quanto às inovações da área de marketing;**

Para executivos entusiastas da área de marketing; que **buscam ferramentas novas para alavancar seus resultados e o desempenho de suas estratégias de comunicação.**

Além disso, o conhecimento avançado de inglês é exigido para o melhor aproveitamento do curso, que é 100% ministrado no idioma norte-americano.

SUBJECTS



OHIO
UNIVERSITY

✘ Marketing Plan Process Overview and Developing a Situation Analysis

We will learn how to use PESTLE analysis to develop a situation analysis and identify opportunities based on real world case studies. Subjects covered include Pestle analysis, brand mission and vision statements, SMART goals, GSTIC framework, BCG matrix for resource allocation, Growth matrix, sustainable competitive advantage.

✘ Marketing Research

Learn current topics (including qualitative, quantitative, videography, and physiological) and techniques in the marketing research field. We will design and execute a small research project through a new videography method. Students will work with the faculty to design a small set of research objectives and then be sent out to conduct filmed street interviews. After completing this, students will bring back their video footage and will be taught a few technical skills on video editing and effective research storytelling through video.

SUBJECTS



OHIO
UNIVERSITY

✗ Segmentation, Targeting and Positioning

We will learn about segmentation techniques, how to develop a robust target definition and how to write positioning statements. We will learn and apply tools to segment the dog food market, pizza market and a third category chosen by the class. We will then focus on positioning. Subjects and tools covered include segmentation methods, market and competitive matrix for evaluating segments, YUM brands target audience blueprint, brand versus product line positioning statements.

✗ Branding and Innovation

We will learn two practical frameworks for developing a brand identity followed by a case study as the class develops a brand identity. You will leave the session with tools you can use to develop a brand identity and a branding framework for your company. We will also discuss and learn how to develop your own personal brand identity.

SUBJECTS



OHIO
UNIVERSITY

✕ Business to Business Digital Marketing

The business-to-business purchasing process is complex and long. Engaging decision makers and purchase influencers is not getting any easier, which means marketers and communicators must advance their engagement plans. This session will share how to develop a modern storytelling plan based on the perspective of the potential buyer as opposed to the perspective of the manufacturer or service provider. This outward-in approach – as opposed to the traditional inward-out view of the world – plays a significant role in creating content for the right individual at the appropriate time in the buying cycle.

Attendees will learn:

- Current trends in B2B marketing and communications
- How to view the B2B buying process through the lens of the purchaser
- A framework for developing informed messaging and content for each stage of the journey
- Types of content appropriate for each state of the journey

SUBJECTS



OHIO
UNIVERSITY

✗ **Implementing Artificial Intelligence In Marketing and Sales Strategies**

In this session you will receive a general introduction to how companies are implementing artificial intelligence in their marketing and sales strategies. You will be introduced to specific tools being used to grow revenue, gain customer insights, and build brands. We will take a deeper look at some of these tools in an interactive session activity. Additionally, you will become familiarized with common barriers and ethical issues surrounding the use of artificial intelligence such as customer privacy, disclosure of artificial intelligence use, and artificial intelligence bias.

✗ **Advertising and Breakthrough Marketing**

We will learn the components of an Integrated Communications plan followed by developing an advertising and sales promotion campaign for a products developed in the previous class. Subjects and tools include sales promotion techniques, PR strategy for maximum exposure, direct marketing strategy, advertising AIDA and message, media, creative formula for success, developing communication strategy, developing breakthrough goals and outside the box thinking.

*Prévia de conteúdo programático. Os temas estão sujeitos a alterações pela universidade.

SUBJECTS

✕ Social Selling

Sales people and executives must master the use of social media platforms in order to more effectively connect with customers to grow their business. LinkedIn, as the number one Business to Business social platform in the market, provides an effective solution to help business people promote their personal brand, prepare for 1:1 customer engagement, and prospect for new business. This session will cover the basics of social selling strategies, and attendees will:

- Learn best practices for managing your LinkedIn profile (and will have a professional profile picture taken)
- Discover your Social Selling Index, and learn how to establish your professional brand, find the right people, engage with insights, and build relationships to improve your SSI over time
- Learn how to create and curate great content that gets the attention of your target audience
- Understand the fundamentals of measuring social selling effectiveness

*Prévia de conteúdo programático. Os temas estão sujeitos a alterações pela universidade.



OHIO
UNIVERSITY

SUBJECTS

✕ The Future of CRM Systems

The most formidable and recognizable barrier you will face as a business leader in the next decade will be leading your organization through the successful selection, implementation and adoption of your company's Customer Relationship Management System. Attendees will learn:

- Gain greater exposure to the vast software-as-a-service landscape and how to explore it.
- Learn what will be required to make CRM Software work for the people in your business.
- Learn to apply a framework of guidelines that will ensure a successful implementation project.
- Come away with lists of questions, resources and tools that will help you gain momentum.



OHIO
UNIVERSITY

SUBJECTS

✕ Decision-Making in Crisis: Finding Strategic Leverage

Students will understand key aspects of culture and the importance of applying them to any International Marketing campaign. The class will have open discussion surrounding advertisements from different countries, review how to develop a Creative Brief, and apply topics in a creative execution. The group will work on two interactive projects to highlight the challenges of marketing a product in foreign markets:

- All teams will be asked to launch and market a product (any product) in an assigned country. The exercise will highlight the challenges in marketing in foreign markets. It will also require the teams to gain basic insights about the country. This insights, derived from understating macro and micro elements that influence the consumers.
- The teams will each be assigned a specific city and based on that city's and country's culture, will complete a Creative Brief. Based on the Creative Brief the teams will develop a sales pitch targeting people around the world to convince them to attend. This will be a competitive activity set-up in a "science fair" format. Each team will rank all other teams to determine the overall winner.



OHIO
UNIVERSITY



OHIO
UNIVERSITY

+55 (11) 3457-9340

contato@laiob.com

Rua Paes Leme, 215, conj. 1903, Pinheiros – São Paulo – SP – Brasil