

MARKETING STRATEGY IN A DIGITAL WORLD

STRATEGY



DURATION

5 Days



FEES

S\$5,250* excluding GST
S\$5,722.50 with GST+
(S\$666.75 after MAX funding)



LEADERSHIP LEVEL

Senior to Top Management

MARKETING STRATEGY IN A DIGITAL WORLD

The world is changing. Customer demands are changing – rapidly and unforgivingly. In the new economy, where media consumption is becoming increasingly fragmented and consumers are constantly being bombarded by information across a multitude of channels, the role of marketing has never been more challenging and complex:

- What does my customer value? Is my brand's story credible and relevant?
- How much should I invest in marketing, and in what media and channels?
- Does my marketing operating model support different customer touchpoints?
- Am I gathering the right data and using the right analytics?
- How can I design and deliver a branded customer experience?

Framed in an Asian context, this programme is designed to help senior marketers – as well as general managers with marketing responsibilities – navigate the complexities of marketing and develop innovative, integrated strategies to grow the business.

CORE FOCUS

- Customer centricity: a value-based marketing approach
- Understanding and enriching consumer journeys
- Digital and social media marketing: trends, strategic frameworks and acquisition tools
- Industry practices: digital marketing in action
- Brand alignment for competitive advantage

KEY BENEFITS

- Effectively market and brand products and services in increasingly competitive, commoditised markets
- Get up-to-date on the latest trends in consumer behaviour and the implications on marketing
- Be equipped with a framework for designing an integrated digital marketing strategy
- Understand how to draw insights from marketing analytics and make strategic decisions
- Gain insight into how organisations can nurture a highly engaged corporate culture that is both performance-oriented and customer-centric
- Develop strategies for building both brand leadership and market share leadership while strengthening customer intimacy

WHO SHOULD ATTEND

Senior marketers and business leaders who lead the marketing function, or general managers whom marketing leaders report to.

PAST PARTICIPANTS INCLUDE

- Advertising & Communications Manager
- ASEAN Marketing Leader
- Assistant Director, Brand Campaigns
- Associate Director
- Brand & Strategic Director
- Brand Manager
- Business Development Manager - Digital Media
- Chief Executive Officer
- Deputy General Manager
- Director, Corporate Communications
- General Manager
- International Business Developer
- Managing Director
- Marketing Communications Manager
- Regional Manager
- Senior Digital Director
- Vice President, Marcom & Development
- Vice President, Owned Channel Operation

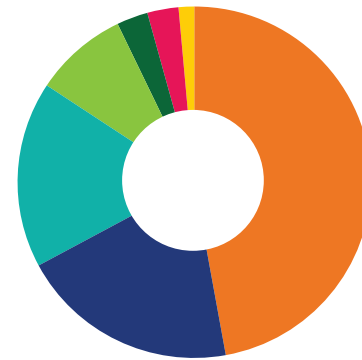
PROGRAMME DIRECTOR



Prem Shamdasani

Associate Professor, Marketing
Academic Director,
The NUS Executive MBA

PARTICIPANT DIVERSITY



- Singapore
- SE Asia excl. Singapore
- South Asia
- East Asia
- Europe
- Middle East
- Oceania

APPLICATION PROCEDURE

Applications should be submitted online as early as possible, preferably at least two months before programme commencement.

Applications are reviewed by the Admissions Committee and placement on the programme is confirmed on a first-come, first-served basis, taking into account the applicant's profile.

COURSE FEE AND FUNDING

Full Course Fees	\$5,722.50
Singapore Citizens and PRs (After SkillsFuture funding)	\$1,716.75
Singapore Citizens aged 40 and above (SkillsFuture Mid-Career Enhanced Subsidy)	\$666.75
SMEs supporting their employees who are Singapore Citizens or PRs (ETS Scheme)	\$666.75

TESTIMONIALS

"Thought provoking and insightful, the Marketing Strategy in a Digital World programme enabled me to build a deeper focus on customers and develop a regional network of peers across different industries. Dr. Prem brought the programme to life with his deep experience, charm and humor."

Daren Yoong, Singapore
Sales Manager
Google

"The NUS Marketing Strategy in a Digital World is a well-versed programme for executives who would like to make a lasting impression with their customers keeping up with today's changing times. It encompasses all the vital ingredients needed to excel with client retention, acquisition and servicing them. The best part of the course is, it can be used all across the globe and not just Asia."

Chander Agarwal, India
Managing Director
Transport Corporation of India

"Great way to refuel passion and knowledge as a marketer. Relevant theory content which I can apply to my daily job/role."

Dipika Dewan, Singapore
Regional Brand Marketing Leader - Asia Pacific
IBM

"An excellent course that provided strategic and practitioners' perspective on marketing for busy executives."

Yin Ying Nio, Singapore
Senior Assistant Director, Preventive Education Unit
Central Narcotics Bureau



*Price stated is correct at the time of printing and subject to change without notice.
*GST applies to individuals and Singapore registered companies.
For latest information and pricing, please visit our website:

execed.nus.edu/smm



ENQUIRIES

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