

Objectives

- To help delegates develop a clear understanding of the need for long-term strategic direction at a product/operational level

Target Audience

- Experienced marketers

Course Content

- The course will be case study-driven, using the same product at different stages of its life cycle (see attached case study outline)

DAY 1:

Managing Through the Life Cycle

- Strategic options at each stage
- R&D, Introduction and Development
- Brand Creation, Launch Pricing strategy and Segmentation and Positioning

DAY 2:

Managing Through the Life Cycle

- Strategic options at each stage
- Exploitation, Maturity, Decline
- Product Development Strategy, Generic Defence, Resource Allocation and Pricing Strategy

Marketing Master Class Case Study

Group Session 1 - Pre-Launch Segmentation and Pricing

Scenario - New Product 18 months pre-launch

Tasks

- To develop a balanced positioning strategy to optimise returns and market/segment share gains
- To recommend a pricing strategy to best support the above

Group Session 2 - Development/Exploitation Phase

Scenario - 18 months to two years post-launch

Task

- To develop a medium-term product development strategy

Group Session 3 - Maturity & Countering Prospective Generic Threat

Scenario - circa 3 years to patent expiry

Task

- To develop a product marketing strategy for the period preceding and following compound patent expiry

