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**Course Name**

# **Promotional Strategy Impacts on Organizational Market Share and Profitability**

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Promotional Strategy Impacts on Organizational Market Share and Profitability

### Course Introduction

The Promotional Strategy Impacts on Organizational Market Share and Profitability course explores how effective promotional strategies influence business growth, brand positioning, and competitive advantage. In today's competitive markets, organizations must design targeted promotional campaigns that attract customers, strengthen brand visibility, and increase market share.

This course focuses on strategic promotion planning, marketing communication, advertising strategies, brand positioning, and campaign performance analysis. Participants will learn how to design promotional activities that align with business objectives while maximizing return on marketing investment.

By understanding the impact of promotional strategy on market share and profitability, professionals can improve marketing effectiveness, enhance customer engagement, and drive sustainable revenue growth. This course is ideal for marketing managers, brand managers, business strategists, and professionals responsible for developing and managing marketing campaigns

## Promotional Strategy Impacts on Organizational Market Share and Profitability

### Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

## Promotional Strategy Impacts on Organizational Market Share and Profitability

### Learning Objectives

- ✓ Gain a competitive edge in the market over their rivals.
- ✓ Learn how to improve the fortune of their business or organization.
- ✓ A better understanding of the organizational factors that determine the commitment of organizational resources to drive the achievement of marketing goals.
- ✓ Identify which of the promotional tools the customers respond to favorably.

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## Promotional Strategy Impacts on Organizational Market Share and Profitability

### Course Outline

#### ✓ 01 Day One

##### **Introduction**

- ✓ Promotional Strategies
- ✓ Promotional goals
- ✓ Product variables
- ✓ Promotional mix

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### Course Outline

#### ✓ 02 Day Two

##### **Market Share and Profitability**

- ✓ Introduction to market share
- ✓ Profitability: the primary goal of all business ventures
- ✓ Promotional strategies and sales performance
- ✓ Relationship between Promotional Strategies and Profits
- ✓ Importance of promotional strategy in influencing performance

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### Course Outline

#### ✓ 03 Day Three

##### **Operations of promotional strategies influence Customer Behaviours**

- ✓ The Hierarchy of Effects theory
- ✓ Planned Behavior Theory
- ✓ Framework for understanding sales acceleration/performance
- ✓ Market Share Theory
- ✓ How to identify the exact promotional tools?

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### Course Outline

#### ✓ **04 Day Four**

##### **Impacts of promotional strategy on market share and profitability**

- ✓ Market Share
- ✓ Promotional Strategy
- ✓ Sales Promotion
- ✓ Advertising
- ✓ Publicity
- ✓ Personal Selling
- ✓ Profitability
- ✓ Sales Promotion
- ✓ Advertising
- ✓ Publicity
- ✓ Personal Selling

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### Course Outline

#### ✓ 05 Day Five

##### **The importance of the impact of promotional strategy on market share and profitability**

- ✓ Promotional strategy: a potent tool to influence performance
- ✓ Influence of promotional strategy on the overall performance of the organization
- ✓ Promotional strategy tools and promotional objectives to be achieved, market share, or profitability.
- ✓ Promotional budget planning

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## Promotional Strategy Impacts on Organizational Market Share and Profitability

### Confirmed Sessions

| FROM          | TO            | DURATION | FEES       | LOCATION         |
|---------------|---------------|----------|------------|------------------|
| Aug. 30, 2027 | Sept. 3, 2027 | 5 days   | 4950.00 \$ | England , London |
| Nov. 2, 2026  | Nov. 6, 2026  | 5 days   | 4250.00 \$ | UAE , Dubai      |
| Jan. 31, 2027 | Feb. 4, 2027  | 5 days   | 4250.00 \$ | KSA , Jeddah     |
| June 21, 2027 | June 25, 2027 | 5 days   | 4250.00 \$ | UAE , Dubai      |

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