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Course Name

Promotional Strategy Impacts on Organisational Market Share and Profitability

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Sector Name
Sales, Marketing and Customer Service

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Promotional Strategy Impacts on Organisational Market Share and Profitability

Course Introduction

Promotion is considered one of the most effective tools to attract customers towards the products or services. Being one of the four key aspects of the marketing mix, promotion ensures that the customers are aware of the product or service that you are offering. The higher the level of completion, the producers are keen on building more attractive strategies than those of competitors. Firms have a variety of alternative information delivery systems available to them, which can be used to construct an appropriate promotional mix strategy. This portfolio of alternative delivery mechanisms includes: advertising, personal selling, public relations, publicity, direct marketing, and sales promotions.

Impact on the organizational market

In this **5-day** course, we will be discussing in detail the various promotional strategies and their impact on organizational market share and profitability. A Promotion strategy can be considered as a process whereby information about the organization's products or services is encoded into a promotional message for delivery to the customer.

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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

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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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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 budgets planning

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 28, 2027	July 2, 2027	5 days	4950.00 $	Spain , Barcelona
Nov. 2, 2026	Nov. 6, 2026	5 days	4250.00 $	UAE , Dubai
April 4, 2027	April 8, 2027	5 days	4250.00 $	KSA , Riyadh
Aug. 30, 2027	Sept. 3, 2027	5 days	4950.00 $	England , London

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