Mindluster Platform

About the course Strategic services marketing

Course Presenter : IIT Roorkee July 2018

Enhance your professional skills with our comprehensive online course in Strategic Services Marketing. Designed for marketing professionals, business managers, and entrepreneurs in the Middle East and beyond, this training course provides the essential knowledge and practical strategies needed to excel in the competitive field of marketing services. Gain a deep understanding of how to develop and implement effective marketing strategies that drive growth and ensure your services stand out in a crowded marketplace. Throughout this course, you will learn to: - Develop strategic marketing plans tailored for service-oriented businesses - Identify target markets and customer segments effectively - Utilize innovative marketing tools and digital channels to reach your audience - Build compelling value propositions that differentiate your services - Measure and analyze marketing performance for continuous improvement - Implement branding and positioning strategies to strengthen market presence This course is ideal for marketing professionals, business owners, and managers seeking to advance their careers in strategic marketing. It is also suitable for those looking to enhance their understanding of service marketing, whether you are in Saudi Arabia, UAE, or the broader Middle East region, aiming to stay ahead in the evolving marketing landscape. Choosing this course on our platform ensures access to high-quality training led by industry experts, flexible online learning, and a certified course that adds value to your professional profile. Our focus is on delivering actionable insights that can be immediately applied to your business or career development. Upon completing this training course, you will be awarded a recognized Certificate in Strategic Services Marketing, demonstrating your expertise and commitment to professional growth. This certification can open doors to new career opportunities, promotions, and increased earning potential in the dynamic marketing industry. Take the next step in your marketing career today with this professional, certification-ready training course designed to elevate your strategic skills and accelerate your career growth. IIT Roorkee July 2018

Marketing Category's Courses

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Lesson 1 : **Strategic Services Marketing Promo**

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Lesson 3 : **Lecture 02 Services in Modern Economy**

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Lesson 5 : **Lecture 04 Service Marketing Mix and Value Creation**

Lesson 6 : **Lecture 05 Services Ecosystem and Stakeholder Analysis**

Lesson 7 : **Lecture 07 Designing memorable customer experiences**

Lesson 8 : **Lecture 06 Customer Journey Mapping and Touchpoint Analysis**

Lesson 9 : **Lecture 08 Personalization and Customization in Services**

Lesson 10 : **Lecture 09 Emotional and Sensory marketing in Services**

Lesson 11 : **Lecture 10 Technology enabled customer experiences**

Lesson 12 : **Lecture 11 Service Design Thinking and Design driven Innovation**

Lesson 13 : **Lecture 12 Open Innovation and Collaboration in Services**

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Lesson 16 : **Lecture 15 Leveraging Customer Feedback for Continuous Improvement**

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Lesson 18 : **Lecture 17 Online Customer Engagement and Social Media Marketing**

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Lesson 20 : **Lecture 19 Artificial Intelligence and Chatbot Integration in Services**

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Lesson 24 : **Lecture 23 Predictive Analytics for Personalized Marketing**

Lesson 25 : **Lecture 24 Sentiment Analysis and Social Listening in Services**

Lesson 26 : **Lecture 25 Ethical Considerations in Handling Customer Data**

Lesson 27 : **Lecture 26 Building a Strong Service Brand Identity**

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Lesson 47 : **Lecture 46 Sustainable practices and corporate social responsibility in services**

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Lesson 59 : **Lecture 55 Managing service teams and fostering collaboration**

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business@mindluster.com