Mindluster Platform

About the course marketing strategy

marketing strategy is a comprehensive plan or approach that businesses and organizations develop to promote their products , reach their target audience, In this course you will learn marketing strategy>

Marketing Category's Courses

Course Lesson(13)

Lesson 1 : **6 steps of marketing planning**

Lesson 2 : **Abell s business definition explained**

Lesson 3 : **Generic Strategies Porter explained**

Lesson 4 : **Treacy Wiersema s Value strategies explained**

Lesson 5 : **Ansoff growth strategies explained**

Lesson 6 : **Value Chain of Porter explained**

Lesson 7 : **Michael Porter s 5 Forces model explained**

Lesson 8 : **The BCG model explained**

Lesson 9 : **The MABA Analysis GE Matrix explained**

Lesson 10 : **7S Model of McKinsey explained**

Lesson 11 : **SWOT analysis explained**

Lesson 12 : **Choosing your Marketing Strategy SFA Matrix of Johnsons Scholes explained**

Lesson 13 : **The Blue Ocean Strategy explained**

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