

WORKSHOP 9 – MARKETING ACROSS CULTURES (5 DAYS)

OBJECTIVE: To provide participants with an understanding of how marketing concepts and techniques can be applied within a financial services environment when selling or marketing to personal or corporate customers from different cultures.

OUTCOMES: On completion of the programme participants will understand the importance of understanding cultural differences and how such differences might affect the marketing approach and will be able to apply a range of cross-cultural marketing concepts and techniques in the workplace.

TARGET AUDIENCE: All staff involved in selling and marketing bank products and services to individuals or organisations from different cultures, religions or geographic locations, also staff involved in selling 'in-house' to different departments or divisions within the same organisation.

CONTENTS

Day 1

Session 1 – Marketing and culture

Session 2 – Marketing orientation & customer buying behaviour

Day 2

Session 1 – Marketing across cultures (regional, organisational or technological)

Session 2 – Profiling and segmenting customers in different cultures

Day 3

Session 1 – Classification of consumer behaviour on the Internet e.g. e-Types

Session 2 – International marketing

Day 4

Session 1 – Internal marketing (marketing to employees within the organisation)

Session 2 – Culture and customer communications

Day 5

Session 1 – New issues and trends in marketing

Session 2 - Delegate presentations & review

DELIVERY: The programme will be conducted in English and will incorporate group work, case studies and delegate presentations.

DURATION: 30 hours

For more information or for alternative courses contact:

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