

# Marketing

Many managers and employees find it difficult to understand fast-changing market conditions. A strategic marketing approach enables them to analyze their market, draw conclusions, and define actions.

A major shift in marketing is the change in orientation from product to customer. That means it is crucial to define your marketing strategy and activities from a customer's point of view. Unfortunately, this is often difficult for organizations due to a lack of marketing knowledge, budget, and skills. However, without a

clear marketing strategy, it is unlikely to achieve your business objectives. With this in mind, the marketing module helps you to effectively and efficiently build your organization's marketing strategy.



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**PROFESSOR OF MARKETING AND SUSTAINABILITY**

Fred Lemke, PhD, MBA, is Professor of Marketing and Sustainability at Vlerick Business School. He leads management workshops on the interface of marketing, sustainability, innovation, value creation, customer experience, and reputation. In the online MBA Program, Fred is the course leader of marketing. He also holds positions at Newcastle University Business School (Visiting Researcher) and Ghent University (Guest Professor). Since receiving his doctoral degree from Cranfield School of Management, Fred has held academic positions at Cranfield School of Management, Henley Business School, the University of Strathclyde, and Newcastle University.



**Strategic marketing knowledge and skills are crucial in a strong, dynamic, and competitive market.**

The module starts with a market analysis based on the 5 C's of marketing: company, collaborators, customers, competitors, and context. Why? Because it is essential to have insight into the strategic parties that operate in your market. Moreover, you must understand their interests to assess whether they have complementary or conflicting interests. The next step is to understand the STP process: segmentation, targeting, and positioning. This process helps you to gain insight into the elements that play a role in the market and how you can use these to create a competitive advantage.

The aim of the marketing module in the Learn to speak business program is to provide you with the tools you need to identify relevant strategic market players and their interests. You have access to videos, articles, and templates aligned with the 5 C's of marketing and the STP process. The templates help you to document the relevant strategic information about your organization. After all, strategic marketing knowledge and skills are crucial in a strong dynamic and competitive market. The learning outcome of the module is a marketing strategy for your organization, including a uniquely competitive and customer-oriented value proposition.