

Strategic Marketing Thinker Certification



All About Strategic Marketing Thinker Certification

Program Objectives

The Strategic Marketing Thinker Certification program provides the participants to undergo a real-time challenging business situation, enabling execution of marketing strategies in a cross-functional environment and to understand how functions interact in decision making and result realization.

Course Duration

The course duration of the Strategic Marketing Thinker certification program is 2 days.

Pre-requisites

For the Strategic Marketing Thinker program, participant should be a graduate and have a 3 years of corporate work experience.

Certification Requirements

The course assessment shall be carried out in two parts.

- 70% of the assessment is based on team exercises viz. class participation, responding to quizzes, creating model, simulation, and generating results
- The remaining 30% of the assessment is based on a written multiple choice test of 40 questions carrying equal scores to be answered in an hour

Participants need 60% in each assessment section and 70% as overall score to get certified as Strategic Marketing Thinker by Exemplar Global.

If you compare Benchmark Six Sigma course contents with those offered by other leading providers—you will find that Benchmark coverage is same or better. The advantage lies in the methodology of coverage where focus is on practical knowledge that is directly applicable to real-world situations.

Free Feature

Benchmark Six Sigma Learn & Share

- View Case studies from 41 industries.
- Study applications in 13 functions and interest areas.
- Share papers & articles.
- Participate in Discussions
- Enhance and showcase your benchmarks.

Visit www.benchmarksixsigma.com/globalnews/

In any given year, there is at least one Strategic Marketing Thinker certification program conducted by Benchmark Six Sigma in one of the Indian cities.

Strategic Marketing Thinker Certification Elements

Program Outline

Introduction to Formulation of Business Plan

- Understand formulation of marketing strategies
- Foresee the real-time conflicts and issues

Understanding Nuances of Marketing

- Marketing Metrics and Performance Measures
- Measuring the effectiveness of marketing decisions
- Marketing Operations

Cross-functional Harmony

- Impact of strategies and decisions across other business functions
- Implementing formulated strategies in a cross-functional environment
- Ensure profitability of business

Real-time Problem Solving and Decision Making

- Use of a business case to deploy the techniques
- Simulating the situation with real-time information
- Role playing in different business functions
- Evaluation by various performance mea-

Highest Global Recognition

Benchmark Six Sigma offers unparalleled international recognition. Benchmark Six Sigma is certified by Exemplar Global for Strategic Marketing Thinker training as a competency for Business Excellence Master Black Belt.



**Exemplar
Global**

Exemplar Global's Principal Offices are located in Sydney, Australia, Milwaukee, USA and Seoul, Korea with international offices located in Brazil, Cyprus, Japan, Malaysia, New Zealand, Taiwan, Thailand and Turkey, and Seoul Branch offices located in China and

Participants from US, Europe, Middle East, Japan, and other parts of Asia attend our programs indicating a world-wide acceptance of Benchmark Six Sigma programs.

About Benchmark Six Sigma

Benchmark workshops have evolved as Industry best offerings in two formats. In the public workshops format, we offer globally recognized programs with content and methodology that can be used in practically any domain. In the customized in-company workshops format, Benchmark is known for its ability to design and deliver highly valuable programs with demonstrated applicability. Our in-company workshops are offered with or without consulting support.

India Locations

AHMEDABAD CONTACT DETAILS

Tel: +919380615163
ahmedabad@benchmarksixsigma.com

BANGALORE

Level 14 & 15, Concorde Towers,
UB City 1, Vittal Mallya Road,
Bangalore - 560001
Tel : +919343217449
bangalore@benchmarksixsigma.com

CHENNAI

Chennai Citi Centre, Level 6, 10/11,
Dr.Radhakrishna Salai,
Chennai - 600 004
Tel : +919380615163
chennai@benchmarksixsigma.com

DELHI

Benchmark Six Sigma, The Corenthum
2714, Tower A, 7th Floor, A-41,
Sector- 62, Noida - 201301
Tel: 9810919501
delhi@benchmarksixsigma.com

HYDERABAD

Hyderabad Mid-Town
1st Floor, Mid Town Plaza
Road No. 1, Banjara Hills,
Hyderabad - 500034
Tel: +919391330353
hyderabad@benchmarksixsigma.com

KOLKATA

BF -144, Salt Lake City,
Sector -1,
Kolkata - 700064
Phone: +9193310 04509
kolkata@benchmarksixsigma.com

MUMBAI

Level 2 Raheja Centre Point,
294, CST Road,
Off Bandra-Kurla Complex,
Santacruz (E), Mumbai, 400098
Tel : +919323432233
mumbai@benchmarksixsigma.com

PUNE CONTACT DETAILS

Tel : +919323432233
pune@benchmarksixsigma.com

Worldwide Locations

For all worldwide locations email us at: corp@benchmarksixsigma.org

AUSTRALIA

Suite 2/10 Gladstone Road, Castle Hill
Sydney, NSW 2154, Australia
Tel: +61 2 9894 6242
Fax: +61 2 9894 6808
Toll free: 1300 669001

CANADA

Suite 108, 4 Automatic Road
Brampton, Ontario, L6S 6K9, Canada
Tel: +1 905 487 0933
Fax: +1 416 907 5843
Mobile: +1 416 840 6928

CHILE

Huerfanos 835, piso 21
Santiago- Chile
Tel: +56 2 29563046

CHINA

Room 703, No. 83, Anshun Road,
Changing District, Shanghai, PRC, 200052
Tel: +86 21 62825106/ +86 21 62825107
Fax: +86 21 62821826
Mobile: +86 13621716930

EGYPT

Building#1, Mohamed Fahmy Street
Off El Tayaran Street, Cairo, Egypt
Tel: +202 22 611 600
Fax: +202 22 611 601

HONG KONG

Flat A, 9/F, HarHo Building,
35 Graham Street, Central,
Tel: +852 2106 1888
Fax: +852 2106 1333
Mobile: +852 9030 7208

INDONESIA

Jakarta: PT. ISC Global Indonesia,
Gajah Mada Tower 22nd Floor,
Suite 2206, Jl. Gajah Mada No. 19-26,
Jakarta, 10130.
Tel +62 21 63872115
Fax +62-21 63872116

IRAN

Unit 3, No. 1, Sadaf Building, Arshia St.,
South Rastgaran St., Tavanir Ave. Tehran, Iran
Tel: +98(21) 88873275-6
Fax: +98(21) 88772768

JAPAN

303, 2-9-2 Kami-Ochiai, Chuo-ku,
Saitama-prefecture, Japan 338-0001
Tel: +81 48 840 4084
Fax: +81 48 840 4085

PHILIPPINES

5D Westgate Tower Condominium
Madrigal Business Park, Ayala-Alabang
Muntinlupa City, Philippines, 1799
Tel: +63 2 8504281-2
Fax: +63 2 8094030

SOUTH AFRICA

25 Fitzpatrick Crescent, Vorna Valley,
Midrand, Gauteng, South Africa
Tel: +2711 467 2653
Fax: +2786 512 5920

SOUTH KOREA

Ingok B/D Rm 701, # 370-5, Dangsandong - 3ga,
Youngdeungpo - Gu, Seoul, 150-955
Tel: +82 2 6081 3326
Fax: +82 2 6012 3327

TAIWAN

6F-2, No. 24, Chi Lin Rd.,
Taipei City, Taiwan, R.O.C 10457
Tel: +886 2 2523 5113
Fax: +886 2 2523 5220

THAILAND

¾ Moo 8, Nakinawas Road,
Ladproa, Bangkok, Thailand 10230
Tel: +66816996359
Tel: +66 2 9828291 - 3
Fax: +66 2 9828290

TURKEY

FevziCakmak Cad, No: 10 Kat: 2 Daire: 2
Bornova, Izmir, Turkey
Tel: +90 232 343 10 03/ +90 232 343 17 67
/ +90 232 343 19 05
Fax: +90 232 343 18 77

U.A.E.

Level 14, Boulevard Plaza Tower 1,
Emaar Boulevard, Downtown Dubai,
P O Box 334155 Dubai,
United Arab Emirates
Tel: +971 4 609 1970
Fax: +971 4 609 1971

UK

Clay House Business Centre,
Horninglow Street, Burton upon Trent
DE14 1NG
Tel: +44 1283 510202
Fax: +44 1283 509070

VIETNAM

31/487, Kim Nguu, Hai Ba Trung
Hanoi, Vietnam
Tel: +84 4 62781671