

OBJECTIVES

To give staff an understanding of marketing principles in general and of their particular use and application in the oil industry.

On completion of the course, the participants will be able:

- to undertake market and competitor analysis;
- to review strengths and weaknesses, opportunities and risks;
- to contribute to the development of market strategies and plans.

COURSE CONTENT

MARKETING 0.5 day

Nature and purpose of marketing.
Marketing techniques used in the oil industry.
Competition, development of marketing strategy and marketing plans.

THE OIL PRODUCTS MARKET 0.5 day

Products, price and margin setting mechanisms.
Sales channels, government regulations.

SALES CHANNELS 0.75 day

The retail channel, retail strategic questions.
Development/investment in service stations.
Direct and indirect sales channels, specialities marketing.

THE SALES FORCE 0.25 day

Training, motivating, planning and monitoring results.

ADVERTISING, SALES PROMOTION AND MARKET RESEARCH 0.5 day

Branding, advertising and sales promotion.
Examples of oil company campaigns.
Principles of undertaking market research.

CASE STUDIES 1.5 days

Choice of strategies following:
- analysis of market
- analysis of strategic options
- preparation of marketing plans.

▲ Who should attend?

Junior marketing managers or potential managers, sales and technical staff needing to understand concepts of marketing strategy.

▲ Duration 4 days

▲ In-house Course

▲ Conditions To be agreed upon

▲ Course Coordinator Sylvie Saulnier

Ref. EG/MOI

Lectures, discussions, syndicate works, case studies.