



# Market

**Total Hours: 7.5**

Lecture: 5.0

Group Discussion: 0.5

Breaks: 1.5

Course Exam: 0.5

Course Prerequisite:  
*Foundations*

## COURSE DESCRIPTION

This course teaches students effective go-to-market strategies. It emphasizes how to gain a thorough understanding of buyers and their purchasing behaviors, as well as the development of strategic marketing plans. Students gain a deep understanding of concepts such as how to earn approval and funding for their marketing plans and how to create and measure impactful marketing strategies. Topics include: using buyer personas to articulate market problems; alignment of marketing plans to strategic business goals; development and prioritization of marketing programs; how different buyer groups require different content; customer retention and acquisition strategies; how to leverage positioning in market-plan development and thoroughly understand the buying process.



## RATIONALE

The purpose of this 7.5-hour course is to provide students with an in-depth understanding of specific topics within the overall Pragmatic Institute curriculum. Through a lecture and lab format, students will learn the key components of how to convert market data about buyers into strategic marketing plans that align with business goals. Core concepts include: understanding buyer personas and their buying behaviors; identification of the key steps of the buying process; customer acquisition and retention strategies; development and prioritization of marketing programs according to the buying audience; aligning marketing positioning and content development to specific buyer groups; understanding the creation, tracking and measurement of a marketing program's effectiveness.



## COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

- 1 Connect business strategy to marketing planning.
- 2 Identify, develop and leverage buyer personas to inform go-to-market strategies.
- 3 Correlate and convert an understanding of market problems into strategic business plans.
- 4 Gather buyer persona information.
- 5 Understand the key steps of the buying process.
- 6 Utilize market data to prioritize marketing campaigns aligned to specific audiences and buyer groups.
- 7 Map buyers, tools and marketing assets to the key steps of the buying process.
- 8 Understand the need to develop marketing program content by audience, program objective and delivery medium.
- 9 Create strategic metrics to measure program effectiveness and alignment to business goals.
- 10 Produce a strategic marketing plan and budget.



## TEXTBOOK and/or MATERIALS

**Student Book:** *Market*    **Author:** *Pragmatic Institute*

### Student Supplemental Materials:

- *Sales Goal Worksheet*
  - *Buyer Persona Worksheet*
  - *Buyer Persona Interview Guidelines*
  - *Campaign Planning Template*
  - *Marketing Assets Worksheet*
  - *Marketecture Worksheet*
  - *Repeatable Sales Process*
- *Positioning Document Template*
  - *Go-to-Market Plan*
  - *Example Marketing Programs Calendar*
  - *Recommended Marketing Metrics*
  - *Go-to-Market Strategy Scorecard*
  - *Action Plan*

## TOPICAL UNIT OUTLINE

### I. Strategic Marketing

- A. Strategic marketing defined
- B. Strategic marketing challenges

### II. Business Goal Alignment

- A. Business goals
  - i. Profit
  - ii. Customer retention
  - iii. Awareness and perception

### III. Know the Market

- A. Market problems by segment

### IV. Personas

- A. Personas by audience
- B. Gather persona information

### V. The Buying Process

- A. Key steps of the buying process

### VI. Develop and Prioritize Programs

- A. Key program types
- B. Campaign planning

### VII. Marketing Program Execution

- A. Map buyers, tools and marketing assets to the buying process

### VIII. Content Development

- A. Identify buyer's information sources
- B. Optimize content for purpose
- C. Positioning

### IX. Measure Effectiveness

- A. Marketing return on investment (ROI)
- B. Portfolio measurement
- C. Customer acquisition and retention
- D. Lead generation and sales metrics

### X. The Marketing Plan

- A. Purpose
- B. Budget
- C. Goals
- D. Risks



## UNIT OBJECTIVES

### I. Strategic Marketing

- A. Understand the definition of strategic marketing
- B. Learn the common challenges faced by marketing teams

### II. Business Goal Alignment

- A. Create alignment between business goals and marketing plans
  - i. Define profit goals
  - ii. Create customer retention goals
  - iii. Establish awareness and perception goals

### III. Know the Market

- A. Collect, evaluate and assess market problems by segment

### IV. Personas

- A. Understand persona variations by audience
  - i. Articulate the differences between economic, technical and functional buyer personas
- B. Identify sources to gather the knowledge needed to build buyer persona profiles

### V. The Buying Process

- A. Understand and develop appropriate actions for the key steps of the buying process

### VI. Develop and Prioritize Programs

- A. Identify key program types
- B. Create effective campaign plans aligned to buyer types

### VII. Marketing Program Execution

- A. Map buyers, tools and marketing assets to the buying process
- B. Identify gaps and define actions to close gaps

### VIII. Content Development

- A. Identify buyers' information sources
- B. Develop and optimize marketing content according to intended purpose
- C. Leverage positioning to deliver consistent message

### IX. Measure Effectiveness

- A. Establish and measure marketing return on investment (ROI)
- B. Measure marketing programs as portfolios based on marketing goals
- C. Develop customer acquisition and retention metrics
- D. Create lead generation scoring and track sales efficiency

### X. The Marketing Plan

- A. Establish the purpose of your marketing plan
- B. Develop a budget and connect to marketing plan goals
- C. Identify marketing plan goals
- D. Anticipate and identify risks



## COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to the importance of creating strategic marketing plans that are aligned with business goals. Students are also required to participate in a lab exercise and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Connect business strategy to marketing planning.	Course exam and class participation.
Identify, develop and leverage buyer personas to inform go-to-market strategies.	Course exam and class participation.
Correlate and convert an understanding of market problems into strategic business plans.	Class participation, group discussion, course exam.
Gather buyer persona information.	Class participation, lab exercise, course exam.
Understand the key steps of the buying process.	Course exam and class participation.
Utilize market data to prioritize marketing campaigns aligned to specific audiences and buyer groups.	Course exam and class participation.
Map buyers, tools and marketing assets to the key steps of the buying process.	Course exam and class participation.
Understand the need to develop marketing program content by audience, program objective and delivery medium.	Course exam and class participation.
Create strategic metrics to measure program effectiveness and alignment to business goals.	Course exam and class participation.
Produce a strategic marketing plan and budget.	Course exam and class participation.