SCHOOL OF
MARKETING
The
GIANTS
Marketing Masterclass

What is The Giants Marketing Masterclass?

If you want to be a great marketer, learn from the best in the industry. The Giant Marketing Masterclass is a unique opportunity to learn from many world renowned marketing practitioners and experts.

They share their knowledge, insights and perspectives on what actually works 'on the ground' in the 6 most important areas of marketing for you to master.

This programme enables you to not only learn in your own time, but also participate in live sessions with the Giants of our industry.

The programme lasts for 12 weeks, where you will gain access to a new module every 2 weeks. Each module consists of around 5 hours of learning, so you should spend about 2.5 hours a week on programme.

5 Hours Per Module

Each module will take around 5 hours to complete, which can be done 'in the gaps' given the podcast format, plus leading learning resources.

Created by Industry Giants and Leaders

Learn the latest tools, techniques and knowledge by some of the most renowned industry experts and practitioners.

Live interactive workshops

Be a part of a community of learners and practitioners in interactive workshops to share experiences and best practice.

Learning format

Each module is delivered in a learning format that fits around you, using a convenient podcast format for when you are on the go, with access to leading resources when you have time for a deep dive. You will get access to live workshops to embed and personalized the content to your context.

Participate in live sessions and meet some of the marketing Giants of our industry.

Ritchie Mehta
CEO
School of Marketing

Meet the tutor

Ritchie is a renowned marketing leader and published author that has worked with FTSE 100 companies on up-skilling their teams on the latest marketing tools and techniques. Founder and Chief Executive Officer of School of Marketing, an award-winning marketing capability building organisation, that has taught over 4,000 students in 20 countries.

Published author of The New Marketing Playbook and award winner from The Marketing Society and Management Today. Co-host one of the UK's leading marketing podcasts; The Places You'll Go Marketing Show.

Previously, awarded an Honorary Fellowship to the Cambridge Judge Business School for contribution to Marketing. Lectured at Cambridge University, Warwick University, Edinburgh University, Regents University and Pearson College.

Who is the programme for?

Designed for new and existing mid-level marketers that are looking to take the next step towards becoming leaders within our industry. Learning from existing “Giants” in our industry is the key to understanding exactly what it takes to lead marketing functions and deliver growth for the company you work for.

Qualification

On completion of the 6 modules you get a Marketing Masterclass certificate of completion.

Expert Comment

A range of chief marketing officers and industry experts have contributed to the content and have provided expert opinion to this programme including:

Sharry Crammond
Marketing Director of M&S Food

Paul Polman
Ex-CEO Unilever and Founder of Imagine

Conny Bramms
CMDO of Unilever

Rory Sutherland
Vice Chairman of Ogilvy

Cheryl Calverley
CEO at Eve Sleep

Becky Brock
Commercial Director at Costa Coffee

Becky Moffat
CMO at HSBC Uk

Pano Christou
CEO Pret A Manger

Dan Sherwood
Marketing Director at Santander UK

Lindsey Clay
CEO of Thinkbox

Keith Weed
NED of WPP and Sainsburys

Mark Read
CEO of WPP

Hamish Goulding
Group Head of Brand Strategy at HSBC

Tom Roach
VP Brand Strategy at Jellyfish

Andy Nairn
Founding Partner at Lucky Generals

Will Butler-Adams OBE
CEO at Brompton Bicycle Ltd

Mimi Nicklin
CEO at Freedom

Gary Booker
CMO at Rentokil Initial

Tom Goodwin
Business Consultant and Author

Lord Karan Bilimoria
Founder and Chairman of Cobra Beer

Jessica Myers
CMO at The Very Group

Andria Vidler
Chief Executive Officer at Tag EMEA

Rachel Eyre
CMO at Morrisons

Lex Bradshaw-Zanger
CDMO, UK & Ireland at L'Oréal

Mark Evans
MD, Marketing at Direct line group

Ben Rhodes
Brand Director at Phoenix Group

Module Breakdown

6 unique Modules developed by Industry Giants

Customer Strategy

Develop a robust Customer Strategy, through the creation of propositions, customer experiences and communications that resonate with specific audiences, utilising the entire marketing mix. Built upon the foundations of segmentation, targeting and positioning principles and considers the latest empirical understanding of consumers and their behaviours towards marketing efforts.

Creative Strategy and Execution

Determine the most effective creative inputs and processes to achieve brave, bold, differentiated and stand-out creative that creates a lasting impact on customers and drives effectiveness for the organisation.

Integrated Channel Strategy and Selection

Build the optimal media and distribution approach to reach and engage the audience, that also compliments the creative and delivers an efficient ROI.

Module Breakdown

6 unique Modules developed by Industry Giants

Develop and maximise the potential of brand and brand portfolios, in both the long and short term. Determine the brand growth levers and how to manage them over time to achieve customer and commercial success.

Develop a rigorous commercial and performance driven understanding and culture. Determine how to affect the levers of value to create a step-change in marketing effectiveness that links to the wider business and financial goals of the organisation.

Be able to harness, create and interpret data to derive new and novel customer insights, develop marketing strategies and tactics, and measure performance effectiveness.

Module Breakdown

1. Customer Strategy

1. Introduction to customer strategy
2. Market orientation and marketing mix
3. Using the marketing funnel
4. Developing consumer insights
5. Determining customer needs and expectations
6. Customer research process
7. Segmenting and targeting
8. Role of positioning
9. Developing a proposition and CX journey
10. Consumer psychology and its role in communications

2. Creative Strategy and Execution

1. Introduction to creativity
2. Creative principles in the context of marketing and communications
3. Relationship between creativity, attention, memory and response
4. Building memory structures
5. Grabbing attention and creative techniques
6. Role of creative storytelling
7. Creativity through the marketing mix
8. Role of data in designing and measuring creative campaigns
9. Marketing campaign planning process
10. Leveraging the creator economy

Module Breakdown

3. Integrated Channel Strategy and Selection

1. Introduction to channels
2. The role of reach
3. Efficiency vs Effectiveness
4. Media spending and budgeting
5. Determining what integrated media channels to use
6. Brand life stage and customer lifecycle
7. New media channels
8. Broad-based rich media
9. D2C, ecommerce and retail media
10. Precision targeting using performance channels

4. Brand Strategy and Development

1. Introduction to brand strategy and development
2. Double jeopardy concept in marketing
3. Triple jeopardy of brand attention
4. Brand soul and goal diamond
5. Brand distinctiveness
6. Brand differentiation
7. Brand positioning
8. Brand partnerships
9. Brand measurement
10. Managing brand portfolios over time

Module Breakdown

5. Commercial and Performance Strategy

1. The value creation zone
2. Customer acquisition costs and lifetime value
3. Break even analysis
4. Product Pricing
5. Zero based budgeting
6. Deriving at ROI
7. Business case development
8. Effectiveness techniques
9. Financial statements
10. Influencing the boardroom

6. Data and Analytics

1. Introduction to data and analytics
2. Best practise in data and analytics
3. Commonly used tools
4. Language of analytics
5. Measuring mental availability
6. Measuring physical availability
7. Measuring emotional resonance and sentiment
8. Data fallacies
9. Report and providing insights
10. Creating data and analytics dashboards

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