

SAMPLE PLAN FOR MARKETING MANAGEMENT TRAINEE

Activities / Attachment	Objective	Key competency areas
Corporate Induction	To provide the information on: - Group objectives, products and markets. - Corporate guiding principles and culture - Role of each function - Industry issues in this country and around the world. - BAT marketing strategies & systems	
Brand Marketing	To build the understanding and demonstrate an appreciation of the importance of developing brands in market and an understanding of brand portfolio strategy to sustain competitive advantage	<ul style="list-style-type: none"> • Marketing environment • BATV Brand Portfolio • Brand Value Segment and Brand positioning, authorship • Brand plan development and deployment • Media Planning • Brand performance management
Trade Marketing & Distribution	To build the understanding of the basic principles of TM&D and the role of TM&D within the Marketing function	<ul style="list-style-type: none"> • Supply Chain flow and strategy and its link to product availability of target brands at point of purchase. • Account Classification and Relationships and role and importance of effective Account Planning. • Strategic importance of 'selling activity' and the 9 step call sequence and its benefits. • Consumer Dialogue through retail and how retail classification tools can be used to support brand activities.
Strategy, Planning & Insights	Understands the basic principles of Strategy Planning & Insights and its role within the Marketing function	<ul style="list-style-type: none"> • Different research methodologies and tools available to generate market, consumer and customer insights to improve marketing decision making • The role of market tracking in the business and information processes such as competitor analysis, demand forecasting and information management • The marketing planning process and how to drive alignment and integration of brand and trade plans in the planning process.
Cross-market attachment (3 months)	To provide an exposure to other end-market, develop key business awareness competencies and promote business networking	
Graduation Workshop (2 days)	The transition counselling session for MT before going to the first management role	