



The American  
University in Cairo

School of Business

# Strategic Marketing Planning in the Digital Age Using PR Smith's SOSTAC<sup>®</sup> Framework



 15592

 [execed@aucegypt.edu](mailto:execed@aucegypt.edu)

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## Program Overview

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This 7-session live online course helps you create the optimal marketing strategy for your business, boost results from exploiting tactics and avoid classical errors. This course reflects the need for practicable responses to the most common challenges facing executives grappling with digital challenges and opportunities.

The customer in this digital age expects marketers to be creative and personalised with their messaging, to deliver what they want through the channel, at the exact moment they want it. So how do you keep your strategy updated when your focus is a moving target?

In this course, PR Smith, the international author and TED speaker, shows you how to boost your short-term marketing results via proven techniques, how to build long-term sustainable competitive advantages by developing a more strategic perspective, and how to become a world class marketer. PR Smith walks you through all you need to know to knock your plan into shape for the year ahead, and beyond, showing you how to avoid the classic mistakes, exploit new digital tactical tools, build an integrated strategy, develop your plan and measure results to ensure you continually boost your results.

Participants will receive a workbook, textbook, ongoing tips and the option to become a SOSTAC® Certified Planner\*

\*Exam Registration will be explained in session 5. Recommended access and completion within 10 days.





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## Learning Outcomes

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### Write the perfect marketing plan (integrating digital)

- Analyse your market
- Clarify your objectives
- Develop your strategy
- Exploit tactical channels
- Avoid the classic mistakes
- Measure and improve performance via constant beta culture

### You will understand

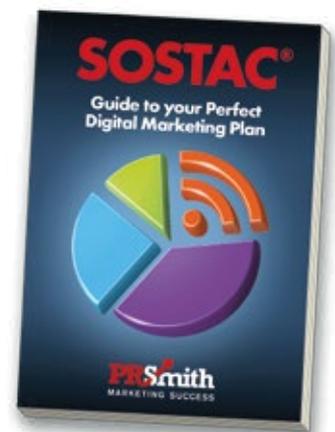
- Sustainable competitive advantage
- Hyper-competition
- Marketing strategy and the 9 strategic components
- Social media and the ladder of engagement
- Internal marketing “the missing piece”

### Marketing toolset (pros and cons)

- 10 Tactical tools to get more visitors (advantages and disadvantages)
- 10 Conversion actions (visitors to customers)
- 5 Conversion actions (customers to lifetime customers)
- The classic mistakes and pitfalls to avoid online
- Best practice tips, techniques and golden rules

### And by the last two sessions, we will discuss

- Agile marketing with SOSTAC®
- SOSTAC® Applications on the Middle East Market
- Create your SOSTAC® plan – Reflections



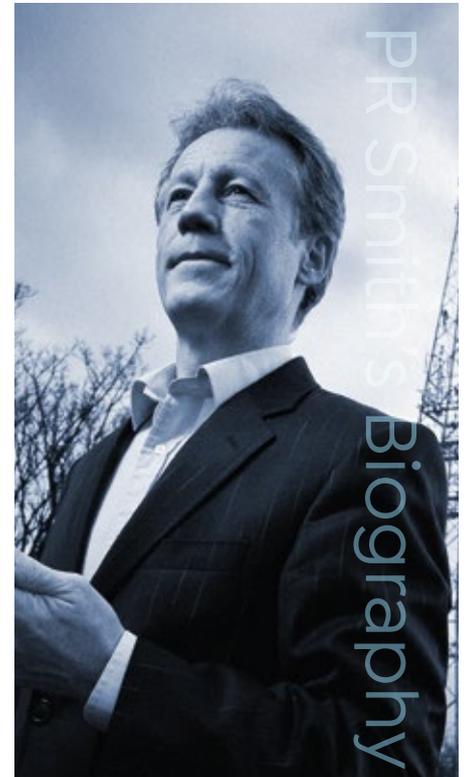


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## PR Smith's Biography

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PR Smith is an international speaker, marketer, author (6 books in 8 languages), Ted Talker and founder of SOSTAC® planning framework voted in the Top 3 Business Models worldwide by the Chartered Institute of Marketing's Centenary Poll (and now adopted by LinkedIn, KPMG, Blue-chips, NFPs, and start-ups across the world). CIM just launched their first 'audience with PR Smith' intimate one day workshop chat concept. Paul's dynamic workshops get 5-star reviews. Currently consulting with SuperNode Limited (100% European Energy will be green) and Sri Lankan Golf, Paul's NFP Great Sportsmanship Programme inspires a new generation of global citizens through short stories about sportsmanship.



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## Mohamed T. Kesseba's Biography

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Mohamed is a C-Level Executive and management consultant with 23 years of international experience, and an established record of maximizing business value, and achieving transformational growth, for large fortune 500 companies, SMEs and Start-Ups. He is currently the CEO of Right Shift Consulting, a lecturer of Marketing, Business Strategy and Digital Transformation, and an Advisor for several companies and start-ups. Mohamed is also, a Senior Vice President of the Internationally Accepted Marketing Standards IAMSTM Board at the IIMPTM, as well as Fellow and Mentor at the Chartered Institute of Marketing. In its 2018 Marketing Edition cover story, Forbes dubbed him the "Disruptive Marketer."



## Program Highlights

- 7 live online sessions
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- In-class exercises
- Business-oriented assignments and projects
- Participants will receive a workbook, textbook, and ongoing tips
- Participants will have the option to become a SOSTAC® Certified Planner

## Participant Profile

- CEOs, marketing directors and executives
- Aspiring professionals, middle managers, and entrepreneurs/start-ups

# Testimonials

**SOSTAC** PERFECT PLANNING FOR BETTER BUSINESS

**“Qualifying in SOSTAC® planning catapulted my career as a marketing strategist. Due to its solid structure and easy to work with flow, I can easily identify areas in my clients' marketing platforms that need work.”**

 **Laurette Batstone**  
MD  
The Little Marketing Company  
Durban, South Africa

[www.sostac.org](http://www.sostac.org)

**SOSTAC** PERFECT PLANNING FOR BETTER BUSINESS

**“User-friendly planning model that will assist me not only to formulate plans but also to evaluate plans prepared by others.”**

 **Nishan Ranasinghe**  
Senior Manager Revenue and Margins  
Singer  
Sri Lanka

[www.sostac.org](http://www.sostac.org)



## Program Outline

### Strategic Marketing Planning in the Digital Age - using PR Smith's SOSTAC® Framework

#### S Situation Analysis (where are we now?):

Customers, Competition, Trends & Influencers; Who are your customers? Why do visitors visit and come back? What satisfies them? How do they buy? How do they process information? Free & paid tools to help you.

#### O Objectives (where do we want to go?):

C level, marketing and operational objectives from mission to vision to the KPI Pyramid; plus, inspirational objectives, including 'sizzle' objectives.

#### S Strategy: (how do we get there?):

Why strategy is critical; types of strategy; key components of strategy; strategic options, testing your strategy

#### T Tactics (the details of strategy):

All 10 communications tools, and their advantages & disadvantages. The tactical matrix. Creative tactics: Owned, Earned & Paid Media. .

#### A Actions (the details of Tactics):

How to ensure excellence in execution. The need for Internal Marketing. 20 Actions to develop credibility. 10 actions to boost visitor conversions to sales. 5 actions to nurture customers into lifetime customers.

#### C Control (how do you know you are getting there?):

Metrics & measurements. What to measure, how often, how much it costs and, most importantly what to do with these metrics. Includes constant optimization and developing a beta culture.

#### PR Smith's SOSTAC® Planning System



SOSTAC® is a registered trade mark of PR Smith [www.prsmith.org/sostac](http://www.prsmith.org/sostac)



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## Admission Criteria

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Participants seeking to join the program must have 5 years managerial experience, or a degree in business/marketing.

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## Program Fees

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### **16,400 EGP**

Participants will receive a 'Certificate of Attendance' from the Executive Education, School of Business. A minimum attendance of 75% is required to qualify for program completion.

### **SOSTAC® Certified Planner Exam Registration (Optional)**

An additional 120 GBP is required for the exam registration to become a SOSTAC® Certified Planner. This amount includes a 20% discount for AUC School of Business Executive Education program participants (Regular Exam fees 150 GBP)

[REGISTER HERE](#) 

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## Our Commitment

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The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step. At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.





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## About AUC School of Business

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Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## Executive Education

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Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community's business leaders, entrepreneurs, policy makers, and society at large. The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.



The American University in Cairo  
School of Business, Executive Education

AUC Avenue, P.O. Box 74  
New Cairo 11835, Egypt

for individuals **hotline: 15592**  
for corporates: +2 0106.286.2871

[execed@aucegypt.edu](mailto:execed@aucegypt.edu)  
[business.aucegypt.edu/execed](http://business.aucegypt.edu/execed)