

## British Airways

### Marketing Development

MSB was commissioned to design and deliver a Marketing Development Programme for the airline's 600 strong UK and Global marketing teams.

BA's objective was to enhance marketing professionalism across the airline and to reinforce the competitive benefits for the company of a market-led approach.

MSB designed and delivered three levels of Marketing Development Training. In addition, we introduced a series of half-day marketing management workshops and lunchtime debates to discuss topical issues in the marketing arena.

The following provides an overview of the content of each of the three levels of marketing training:

Level 1 – Marketing Exploration – covered topics such as: what is marketing, managing the service product, introduction to marketing planning, brand management and planning effective communication.

Level 2 – Marketing Innovation aimed at middle managers, this programme equipped individuals to better use the key tools of marketing. Topics included competitor analysis, understanding and briefing research agencies, segmenting and positioning in consumer markets, managing agency relationships, channel management and web marketing.

Level 3 – Marketing Inspiration – a programme in which the airline's senior marketing managers were exposed to different business environments. Through case studies and business simulations managers were better able to support the development of strategic marketing management.

Over 60 training programmes were delivered worldwide, including sessions in Africa, Middle East, Europe, North America, Asia-Pacific and the UK.

The Director of Marketing and Communications commented on MSB's training input, saying that it was: *"One of, if not the best, marketing development programmes of any company worldwide."*