



**TWIMS**  
TOYOTA WESSELS INSTITUTE  
FOR MANUFACTURING STUDIES

# ADVANCED MARKETING STRATEGIES FOR MANUFACTURERS

EXECUTIVE SHORT COURSE

Price: R14 058 | Date: 26-28 March 2025 | Venue: TWIMS Campus

## Course Overview

The Advanced Marketing Strategies for Manufacturers Executive Short Course addresses the unique challenges and opportunities faced by marketing professionals in the manufacturing sector. This intensive 3-day program equips sales and marketing professionals with advanced strategies, tools, and skills necessary to drive growth and enhance competitive advantage in the manufacturing industry. Recognising that traditional marketing approaches may not always be sufficient, the course offers a balanced mix of theoretical knowledge and practical application through lectures, interactive workshops, and real-world case studies.

The course starts by exploring the foundational aspects of Customer Relationship Management (CRM) tailored to the manufacturing sector. Participants will learn to implement effective CRM strategies to boost customer loyalty and business growth through hands-on workshops that apply real-world manufacturing scenarios. The course then delves into integrating the interface between production and sales/marketing in manufacturing. Understanding how sales forecasts and marketing campaigns impact production schedules and inventory management.

On the second day, the focus shifts to strategic and digital marketing. The morning session is dedicated to developing comprehensive marketing strategies aligned with manufacturing business objectives, utilising market research and analytics for informed decision-making. Participants will analyse successful marketing strategies in the manufacturing industry through detailed case studies. In the afternoon, the course covers digital marketing essentials, leveraging content marketing, search, social media, and video marketing to enhance the online presence of manufacturing companies. A hands-on workshop will guide participants in creating a digital marketing campaign tailored to the manufacturing sector.

The final day emphasises the integration of AI-powered marketing techniques and the alignment of sales and marketing efforts. In the morning, participants will explore AI's transformative potential in marketing, focusing on lead generation, customer segmentation, and personalised marketing campaigns. A workshop will provide practical experience in incorporating AI into marketing processes. The afternoon session is dedicated to integrating sales and marketing efforts, using data and analytics to measure the effectiveness of campaigns. The course culminates in a final project where participants develop an integrated sales and marketing plan for a manufacturing company.

Throughout the course, participants will work in syndicate groups to develop and present an integrated sales and marketing plan. This project will require applying the concepts learned, including CRM, integrating the interface between production and sales/marketing, digital marketing, and AI-powered marketing. The presentations will be evaluated on relevance and alignment with business objectives, use of market research, integration of learned techniques, and overall clarity and effectiveness.

## Who Should Attend

This short course is ideal for sales and marketing professionals, managers, and executives in the manufacturing industry looking to enhance their skills and drive their companies to new heights of success.

## Course Facilitator - Prof Theuns Pelser

The short course is facilitated by the strategist Professor Theuns Pelser. With a career spanning more than thirty years in academia and corporate South Africa, Theuns is the Executive Director at the Toyota Wessels Institute for Manufacturing Studies (TWIMS). He is the managing director of Teleios Advisory Services (TAS) a consulting firm and director at Super-Cube, a leadership development provider. He holds a Bachelor of Commerce (BCom), a BCom Honours, a Masters of Commerce (MCom) and a Doctor of Philosophy (PhD) in Strategic Management from Potchefstroom University.

He is the author of more than 100 academic peer-reviewed research publications and supervisor of over 50 masters and doctoral students. As an editorial member of the Global Innovative Forefront Talent Management (GIFT) and the South African Journal of Business Management (SAJBM), he has a deep desire for the educational upliftment and betterment of the manufacturing society.



# Course Framework

Day

Key Focus Points

1

## Foundations of Sales and Marketing in Manufacturing

- Introduction to CRM principles and their importance in the manufacturing sector.
- Strategies for boosting customer loyalty and business growth through effective CRM practices.
- Workshop: Implementing CRM strategies using real-world manufacturing scenarios.

2

## Strategic and Digital Marketing

- Crafting a marketing strategy that aligns with business objectives and customer needs.
- Case study analysis: Successful marketing strategies in the manufacturing industry.
- Overview of digital marketing channels and their relevance to manufacturing.
- Leveraging content, search, social media, and video marketing to enhance online presence.

3

## AI-Powered Marketing and Course Integration

- Exploring AI-powered marketing techniques that enhance lead generation through automation, personalisation, and data-driven insights.
- Understanding the transformative potential of AI in marketing.
- Using data and analytics to measure the effectiveness of sales and marketing campaigns.
- Final project: Developing an integrated sales and marketing plan for a manufacturing company.

## Course Cost

The course costs R14 058 per participant. This is fully inclusive of all refreshments, teas and includes lunch over the three days, as well as stationery. The cost excludes accommodation.

## Venue and Accommodation

The course is run at the TWIMS Campus, 74 Everton Road, Kloof. Each day starts at 8:30 and concludes at 16:30. Accommodation is available on-site at an additional cost. Please visit the TWIMS website ([www.twimsafrica.com](http://www.twimsafrica.com)) for further details.

## Applications

Participation is limited to 25 executives. Application for participation can be made online at [www.twimsafrica.com](http://www.twimsafrica.com). Masterclass/Executive Short Course enquiries can be directed to [thobeka.mthembu@twimsafrica.com](mailto:thobeka.mthembu@twimsafrica.com).

TWIMS reserves the right to accept only those applicants who are likely to benefit from the course and who can make a full contribution to group activities.



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