

Six Sigma for Marketing Processes

- Do you know how to integrate strategic, tactical, and operational marketing seamlessly into your overall business strategy?
- Are you ready to apply marketing tools that drive resilience and sustainability in the post-pandemic business environment?
- Would you like to explore how Six Sigma principles can be redesigned specifically to create growth in marketing processes?

Introduction

Six Sigma is often associated with manufacturing and operational excellence, but its principles can be powerfully applied to marketing to achieve sustainable growth. This program introduces a new form of Six Sigma that focuses not just on eliminating defects but on designing marketing processes that generate long-term value. By aligning Six Sigma with marketing's three core arenas—strategic, tactical, and operational—organisations can build resilience, adaptability, and customer-focused growth. In the post-pandemic world, where markets are uncertain and consumer expectations are shifting, businesses need structured methods to refine their marketing processes and deliver measurable results. Participants in this program will learn how to apply Six Sigma tools to improve campaign effectiveness, strengthen customer engagement, and ensure that marketing becomes a driver of sustainable business performance.

Program Objectives

This program aims to:

- Help marketing professionals into the six sigma paradigm, workflow, measurement rigor, and lean process discipline in the world of design for six sigma.

Learning Outcomes

After completing this program, the participants should be able to:

- Apply six sigma in research and development, product commercialisation, and manufacturing support engineers teams and their leaders.
- Integrate six sigma knowledge into innovation and growth.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Marketing executives, leaders and managers, and anyone interested in the way six sigma tools, methods, and best practices enhance and enable the marketing process.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Introduction to Six Sigma for Marketing Processes</p> <p>This module presents the whole integrated story of six sigma in the marketing process. It covers all three marketing process arenas that work in harmony. One without the others is insufficient for actively sustaining growth in a business.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Measuring Marketing Performance and Risk Accrual Using Scorecards</p> <p>This module discusses a system integrated marketing scorecards that measure risk accrual from tool use to task completion to gate deliverable for any three marketing processes.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Six Sigma-Enabled Project Management in Marketing Process</p> <p>In this module, the participants would get a project management view of how marketing teams can design and manage their work with a bit of help from some handy six sigma tools. This module help participant learns out the marketing tasks and assesses them for cycle-time risk.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Six Sigma in Strategic Marketing Process</p> <p>The topics in this module include the portfolio renewal, process discipline in portfolio renewed, design process discipline during inbound marketing, phases of portfolio renewal, identify phases of portfolio renewal, identify phases tools, tasks, and deliverables, define phase tools, task, and deliverables, evaluate phase tools, task, and deliverables.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Six Sigma in the Tactical Marketing</p> <p>The participants would learn the tactical marketing process from the analyse phase, the planning phase, and the launch phase.</p>

10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Six Sigma in Operating Marketing Process</p> <p>The participants would learn the launch, manage, adapt and discontinue phases in the operational marketing process.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Quick Review of Traditional DMAIC</p> <p>This module provides a brief overview of the essential classic Six Sigma problem-solving approach known as Define-Measure-Analyse-Improve-Control (DMAIC)</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Future Trends in Six Sigma and Marketing Process</p> <p>This module wraps everything up quickly and succinctly to lean the team to boost the organisation's productivity.</p>