

Marketing Introduction

One Day Course

OVERVIEW

This short course is designed to strip away the complexities and misunderstandings surrounding marketing, presenting it in a clear contextualised way that can be used practically.

Using interactive tasks and case studies to aid learning, delegates will be able to create their own marketing plan.

Key Features:

Defining marketing and its role in business.

The marketing plan, expectations and options.

Meaningful market research.

Evaluating product and pricing to choose your strategy.

Selecting channels to market, lead generation and improving sales techniques.

Explore communication options to develop brands, promotions and online marketing.

Close the loop: monitor and control progress. Adjust plans appropriately.

AUDIENCE

This course is ideal for delegates new to sales and marketing who want a clear understanding of its principles and application so that they can use them to add value to their role in their organisation or their own business.

OBJECTIVES

After completing this course the delegates should be able to:

- Appreciate marketing principles and their role in today's business
- Create a comprehensive marketing plan based on customer requirements
- Understand the importance of a marketing mix, including the seven Ps
- Develop effective channel strategies and selling techniques
- Evaluate options for communications and promotions and understand their use

PREREQUISITES

No prior knowledge required.

COURSE FEE: £300.00 per person (includes course notes & refreshments)

To make a booking and for all enquiries:

Tel: 888283 Email: info@ibexeducation.com