

Fundamentals of Marketing

Overview

Course duration: 2 days.

Master the key concepts and skills of marketing to enhance your knowledge and confidence when taking part in the marketing decision-making process.

Is it right for me?

Suitable for anyone working in a marketing role who may not have had any formal training and wishes to understand the fundamentals of marketing.

What will I learn?

By the end of this course you will be able to:

- Develop knowledge of key marketing principles, tools and techniques
- Discover the importance of product positioning
- Learn how to communicate effectively with customers
- Gain confidence in dealing with marketing issues
- Measure the effectiveness of marketing actions

What will it cover?

Introduction to Marketing

- Identifying the role and scope of marketing
- The key marketing principles and terminology
- The different marketing techniques
- Overview of concepts: - e-marketing - benchmarking - relationship marketing

Understand the Market and the Customer

- Using quantitative and qualitative market research
- Using market segmentation
- Creating the differential advantage
- Identifying your customers' needs and profiles
- Developing competitors' analysis

Understand the Marketing Mix: The Four Ps

- Identifying and developing new products
- Selecting and developing appropriate promotional activities
- Choosing the right price to generate sales and profits
- Maximising service and staff potential

Master Key Elements of Marketing Planning

- Analysing a product portfolio: - lifecycle - new development
- Identifying market gaps and opportunities for positioning
- Choosing appropriate communication tools: - advertising - sales promotion

- Understanding the impact of branding
- Working with sales channels
- Setting pricing policies

Monitor Results Effectively

- Analysing sales reports
- Identifying and interpreting key performance indicators
- Identifying trends and forecasts
- Setting new objectives and adjusting your policy

Further courses to consider

CSE-DM: Direct Marketing

CSE-GCM: Great Copywriting for Marketers