

Essential Marketing Skills

Course description

Our Essential Marketing Skills course goes through the whole process of marketing goods and services, from the creation of a product to ensuring that customers will come and buy more from you in the future.

This course suits

Any person involved in marketing that wishes to hone their skills.

What delegates will gain from the course

- Greater knowledge of marketing principles
- The ability to make the most effective use of marketing tools
- How to draw up and implement a strategic marketing plan

Timetable

09:30 - 09:45 Coffee & Course Objectives

09:45 - 10:00 Introduction - The 7Ps of Marketing

10:00 - 10:30 The Marketing Mix

(A look at all the methods of marketing available and how they can complement each other.)

10:30 - 11:15 Determining The Best Methods of Marketing

(Looking at their competition, each delegate looks at their own specific marketing role and decide which methods would be best.)

11:15 - 13:00 Participants To Draw Up Their Own 12 Month Marketing Plan And Give A Presentation

13:00 - 14:00 Lunch

14:00 - 15:00 How To Design Effective Advertising

(Looking at the importance of using the right words, colours, pictures, music etc when creating advertising and promotional material.)

15:00 - 15:30 How To Evaluate Your Marketing Strategies

(Using a well-proven planning method, delegates will be given the tools to evaluate and improve existing and future marketing strategies.)

15:30 - 16:30 Participants To Re-evaluate Their 12 Month Marketing Plan

16:30 - 16:45 Summary & Action Plans Agreed

