

Introduction to Marketing

Course Outline

This course is for those new to marketing. Delegates will be introduced to the importance of identifying customer needs; learn how to target customers; learn how to match their services to customer requirements and learn in detail the Four Ps of Marketing: Product, Pricing, Placing and Promotion.

Who should attend?

For all those new to the marketing function as well as those who are customer facing and need to be aware of consumer and marketing principles in general.

What you will learn:

- The corporate marketing mix
- Definitions for practical marketing
- Differences between Product-led, Sales-led and Marketing-led organisations
- The marketing process
- Customer profiling and targeting
- The marketing planning process
- Sub-sets of marketing
- Direct marketing, Franchising, Distributing etc

Course Content:

- Free markets: Supply and demand. External influences what is Marketing? Definitions
- The Marketing process: The ingredients, planning, visions, missions and objectives
- The four Ps: Product, Pricing, Placing and Promotion.
- Features, advantages, benefits (FAB)
- Market shares: Forecasting, life cycles, the Boston Matrix. The Marketing Audit segmenting and sectoring
- Planning and research: Methods and sources of data. Socio-economics, profiling, primary and secondary
- research. The pricing process, discounting, positioning
- Customer driven marketing strategies
- Preparing a market research project: Hierarchy of needs, why people buy. Structure of a typical market
- research agency
- The communications mix: PR, Advertising, Promotions, Sales promotion, Brochures
- Briefing advertising agencies: Structure of a typical advertising agency. Advertising terminology.
- Awareness, image and perceptions. Themes, schemes and straplines, creative briefing
- Routes to market: Placing the offering. Sales planning, logistics. Franchising, retailing, wholesaling,
- tele-selling, direct marketing

Course Information

Duration: 2 days

Reference Code: PM