

## **An Introduction to Marketing training - 2 days**

This marketing training course examines the full implications of the word 'marketing'. Delegates will learn how to find out about customers and their needs and wants, look at the choices they have in marketing and how they relate to each other and consider the ways of contacting the market.

### **An Introduction to Marketing Training Course Objectives:-**

Anyone who is involved or is about to be involved in the process of getting the right products or services to the right customers will benefit from this workshop. This marketing training course is suitable for marketing staff, but it also applies to managers in other areas.

## **An Introduction to Marketing Training Course Content**

### **What Is Marketing**

- the concept and role of marketing
- what it means and how it can be put to work
- the scope of marketing activity
- marketing in context

### **The Offer**

- using the marketing mix -product, price, promotion and place
- creating the 'right 'offer
- creating 'different 'offers for different markets

### **The Market-Place**

- defining and segmenting markets
- analysing market opportunities
- identifying customers -who they are, what they want and how they buy

### **Reaching The Market**

- contacting the market and customers
- making the product available to buy

### **Market Information**

- sources of information on customers
- competitors and market trends
- methods of market research

### **Putting Marketing Into Action**

- setting objectives
- marketing expenditure and allocating resources
- determining strategies
- marketing in different situations

### **The Tools Of Marketing**

- an introduction to the marketing mix
- advertising -preparing and executing an advertising campaign
- public relations -how to plan and stage a public relations campaign
- market research

At the end of the two days you will have a set of usable marketing documents and will have produced an actionable plan.

You will also have benefited from discussing ideas for improved marketing with the course tutor.