

The aim of this course is to help you master the basic concepts and tools and techniques of marketing

Who should attend?

Anyone who wishes to be more informed of the principles and practice of marketing

Benefits:

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

- Describe what marketing is and the elements of the marketing mix
- Establish competitive advantage by identifying the benefits and unique selling points of your product or service
- Identify why people buy products and services
- Describe the phases in marketing planning
- Increase returns on investment by successfully segmenting, profiling and targeting your customers
- Maximise the effectiveness of your communication marketing strategy

Course Overview:

- What is marketing?
- Marketing in your organisation
- The four Ps: Product, Pricing, Place and Promotion
- The extra Ps in the service marketing mix
- Competitive advantage and unique selling points
- Consumer Behaviour: hierarchy of needs, why people buy
- Marketing Planning: the Marketing Audit, SWOT and planning process
- Segmenting and positioning in the market
- Planning and research
- The pricing process and price strategies
- The communications mix: PR, Advertising, Sales Promotion, Direct Marketing, Sponsorship
- Action planning

Style of the Course:

The course is highly active and participative. During the workshop participants undertake activities, exercises and discussions to help them put what they learn into practice

Marketing for Non-marketeers

Written by Administrator

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Course length:

One day workshop 09.00 to 17.00 with an hour for lunch.

We can run this course for you in-company at favourable rates for 4 or more people. Please contact us on **01628 526535** or info@thestairway.co.uk