

## **An effective introduction to Marketing and Marketing Strategy**

### **Duration:**

One day

### **Objective**

This comprehensive one day programme will help you understand the key concepts and skills of marketing to enhance your knowledge and confidence when involved in the marketing decision-making process.

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

- demonstrate a knowledge of key marketing principles, tools and techniques.
- discover the importance of product positioning.
- understand what is effective communication with customers.
- confidently deal with basic marketing issues.
- understand how to measure the effectiveness of marketing actions.

### **Contents**

Introduction to Marketing

Understanding the difference between sales and marketing

Marketing - the full package

What we're looking at today; Marketing light!

Identifying the role and scope of marketing

The key marketing principles and terminology

What is The Marketing Mix

Different marketing techniques

Overview of concepts:

- e-marketing
- benchmarking
- relationship marketing
- PR

### **Who should attend**

This course is ideal for anyone currently in a marketing role or who is new to marketing who may not have had any formal training and wants to get to grips with the essentials. It could also be suitable for those who have worked in marketing for a while and would benefit from a refresher on the core principles and a fresh perspective.

### **Course benefits**

This course provides a foundation for Marketing Principles and will show delegates how Marketing is evident throughout an organisation and how it can support all functions within that organisation. This course gives delegates a grounding in basic Marketing theory and can provide a stepping stone to further study in this area.

### **Additional information**

Further courses to consider

- Strategic Marketing Planning
- Powerful Copywriting
- Social Media

### **Certificates**

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All delegates who successfully complete this course will receive a certificate of attendance.

**Trainers background**

The trainer for this course specialises in Strategic Business Mentoring part of which covers Marketing, Customer Relationship Management as well as Business Improvement and Creativity. In a career of 30 years, this trainer has worked in both private and public sectors and has an excellent grounding in Marketing and Business Development.