

Marketing Skills Training Course Description

Introduction to Marketing

- What is marketing?
- What are the historical approaches to marketing?
- How does modern marketing differ from historical approaches?
- What is involved in a marketing process?
- What techniques are used for *situational analysis*?
- How does marketing relate to sales and what does this mean when planning your strategy?

Understanding Customers

- What is a SWOT analysis and how can you take advantage of it in marketing?
- How customers decide?
- How can you influence customers in each stage of their decision making process?
- How to devise a marketing strategy to appeal to customers in each stage of their decision making process?

Marketing Strategy

- How to segment the market?
- How to target the market based on specific segmentations?
- How to devise a *marketing mix* and position your products appropriately according to your target market?
- What are various positioning strategies and what are their advantages and disadvantages?

Marketing Mix: Product

- What is the life cycle of a product?
- What to consider when developing products in line with your marketing mix?

Marketing Mix: Price

- What is involved in the process of pricing your products?
- How to price your products in line with your objectives?
- What legal issues should you be aware of when pricing?
- What are supply and demand curves and how can you use them when setting up your prices?
- Should you have variations of a single product? If so, how many?
- How to price multiple variations of a product to maximize your profit?

Marketing Mix: Place/Distribution

- What is the importance of distribution and what is involved?
- What are various types of sales channels?

Marketing Mix: Promotion

- How can you promote your product?
- What are the 4 principal elements of promotion?
- How to use viral marketing?
- What is involved in branding?

Marketing Analysis

- What are best practices in marketing?
- What are the critical areas in marketing that can make all the difference?

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

- Understand **historical approaches to marketing** and how marketing process works in practice
- Analyze your company in **relation with your competitors** and by examining your **customers' decision making process**
- **Segment** the market, **target** each segment and use a **marketing mix** to address each segment as part of your marketing strategy
- Use **product life cycle** to decide on your marketing strategy
- Set your **pricing strategy** using a variety of methods and in line with **supply and demand**
- Identify **distribution channels** and setup various ways to get your products to customers ahead of your competitors
- Use four main elements of **promotion** to popularize your products
- Follow a number of **well-established marketing guidelines** to maximize your chances of success