

# Fundamentals of Marketing

**WORKSHOP OBJECTIVES:** Provide a basic understanding of marketing principles, techniques, tools and skills required to identify, evaluate, avoid and/or resolve today's marketing challenges.

## Workshop Subjects:

<b>Understanding Marketing</b>
<ul style="list-style-type: none"><li>➤ Define the role of marketing</li><li>➤ Identify the basic marketing principles</li><li>➤ Understand the 4 key marketing program components</li></ul>
<b>Market Research</b>
<ul style="list-style-type: none"><li>➤ Why conduct market research</li><li>➤ Uncover inexpensive research and information sources</li><li>➤ Define the steps of the market research process</li><li>➤ Identify trends that affect sales and profitability</li></ul>
<b>Target Marketing</b>
<ul style="list-style-type: none"><li>➤ Market segmentation methods</li><li>➤ Niche marketing</li><li>➤ Market analysis</li><li>➤ Developing a marketing budget</li></ul>
<b>Marketing Strategy</b>
<ul style="list-style-type: none"><li>➤ The 3 C's of strategy determination</li><li>➤ Understanding customer behavior and buying processes</li><li>➤ Analyze the benefits of creating customer value, satisfaction and loyalty</li><li>➤ Integrated communications and promotional programs</li></ul>
<b>Developing Your Marketing Plan</b>
<ul style="list-style-type: none"><li>➤ Understanding the marketing planning process</li><li>➤ Internal functional analysis</li><li>➤ Basic marketing plan</li><li>➤ Monitoring and measuring results</li></ul>

Workshop Duration –1½ days

Cost - \$ 1,200