

marketing principles

description	A one or two-day workshop covering the most important and fundamental aspects of marketing
who should attend	<ul style="list-style-type: none">• Newly appointed marketing personnel• Non-marketing personnel requiring a marketing awareness• Sales executives requiring a greater marketing understanding• Managers from other business disciplines requiring marketing training
features	What is marketing? The marketing planning process The marketing environment Customer segmentation Market differentiation & positioning The product life cycle SWOT analysis The marketing mix <ul style="list-style-type: none">• Product• Price• Promotion• Place• People• Process• Customer service Marketing strategy Marketing organisation
format	Tutorial style presentation of concepts & techniques. Full delegate participation in practical exercises and group work. Exercises to help delegates apply principles in their own organisation
benefits	<ul style="list-style-type: none">• Greater understanding of customers and their requirements & expectations• Understanding of marketing tools & techniques• Development of a marketing mind-set• Identification of improvements to marketing activities

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For more details of our consultancy and training support

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