

Introduction to Marketing

Introduction

Marketing is a crucial function in all businesses and organisations and is becoming increasingly crucial to success in our modern global economy. This course, regardless of your industry background, will teach you core concepts and tools to help you better understand and excel in marketing. Key topics include Market Research and its importance to strategy, brand strategy, pricing, integrated marketing communication, social media strategy, and more.

This course will help you understand essential principles, reference critical models and confidently create marketing plans that deliver value to your business. You'll make better marketing decisions as a result.

Objectives

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

- Describe essential marketing principles, tools and techniques
- Identify, profile and more deeply understand target customers
- Analyse your company's operating environment and identify market opportunities
- Set SMART marketing objectives that drive your decision making and action
- Develop marketing strategies to drive growth in market or product sales
- Create a tactical marketing plan detailing all the activities required to achieve your objectives
- Critically evaluate and deploy the right marketing tools for your business
- Measure the effectiveness of your marketing decisions and activity

Content

A sample of what is covered includes:

Marketing fundamentals

- What do we mean by marketing?
- What are the key components?
- What is marketing for?
- What can it achieve?

Benefits of planning / recommended model

- Understanding your operating environment (customers, company, competition)
- Understanding your customers (profiling, segmentation and targeting)
- Understanding your business SWOT, PEST analyses
- Using Boston Consulting Group and Product Life Cycle models to assess actual performance, growth potential and use of resource
- Understanding your competition, using Perception Analysis

Setting realistic objectives

- Setting action oriented smart objectives for the business, sales, marketing and marketing communications

Setting marketing strategy

- Setting the right strategic direction and pinpointing short, medium and long-term opportunities using the Ansoff matrix (assessing relevance of market penetration, market development, product development and diversification)

Marketing tactics

- Understanding and creating tactical plans that will deliver on objectives, focused on the following (7Ps)
- Product (and service) innovation
- Place (how and where you do business and get product to market)
- Promotion (selecting the right promotional activities)
- Price (putting in place the right approaches to pricing)
- People (who delivers, what is the impact on upskilling, training and development)
- Process (physical and digital processes to allow for growth)
- Physical evidence (what the service looks like to the outside world)

Marketing actions

- Establishing the most appropriate communication tools and platforms and best practice tips for:
 - Offline advertising
 - PR
 - Events
 - Websites and SEO
 - Blogging and content
 - Email marketing
 - Video
 - Social media
 - Online advertising

Evaluation and improvement

- Monitoring and improving performance by interpreting data and analytics (in relation to SMART objectives)
- Measuring KPIs and sales
- Establishing what worked and what didn't
- Setting new objectives and adjusting approaches

