

INTRODUCTION TO MARKETING COURSE OUTLINE: 1 DAY

For staff who wish to have a better understanding of the fundamentals of marketing.

OBJECTIVES	
<ol style="list-style-type: none"> 1. Define what is meant by marketing and differentiate it from sales 2. Review marketing techniques and their potential effectiveness for your business 3. Identify the key components required in developing a marketing strategy for your business 4. Start to implement a Sales and Marketing Plan for future actions 	
CONTENT	
<p>SESSION 1: Introduction</p> <ul style="list-style-type: none"> ▪ Introductions ▪ Course objectives ▪ Housekeeping ▪ Overview 	<p>SESSION 4: Marketing Strategies and Actions</p> <ul style="list-style-type: none"> ▪ 10 Step Approach to developing a marketing strategy including: <ul style="list-style-type: none"> • Understanding where you want to be • Where you are now • Reviewing the competition / market place • Reviewing your product / services against the competition / market place • Creating your Sales & Marketing Plan • Monitoring and evaluation ▪ The components of a Sales and Marketing Plan – turning strategy into action
<p>SESSION 2: Defining Marketing</p> <ul style="list-style-type: none"> ▪ What do we mean by marketing? ▪ How do we differentiate marketing from sales? ▪ Defining the Customer Value Proposition ▪ 7Ps of marketing 	<p>SESSION 6: Summary</p> <ul style="list-style-type: none"> ▪ Summary ▪ Q&A session ▪ Action planning ▪ Evaluation
<p>SESSION 3: Marketing Communication Channels</p> <ul style="list-style-type: none"> ▪ What options are available? ▪ Pros and cons of each option ▪ Networking ▪ Joint ventures ▪ Measuring effectiveness 	

**TO BOOK A PLACE ON THIS COURSE OR FOR FURTHER INFORMATION,
PLEASE CALL THE HJS PEOPLE TEAM ON 02380 234222.**

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