

MODULE 1

MARKETING FUNDAMENTALS

- MARKETING FUNDAMENTALS: AN OVERVIEW
- UNDERSTANDING MARKETING PLANNING PROCESS
- ASSEMBLING THE TEAMS
- WRITTEN MARKETING PLAN
- B2B/ B2C MARKETING

MODULE 2

THE ANALYSIS PHASE

- FOCUSING ON THE CORE BUSINESS
- DETERMINING YOUR MARKETING PLAN'S SCOPE
- RESEARCHING THE COMPETITION
- ANALYSING YOUR PRODUCTS
- ANALYSING YOUR CUSTOMERS
- ANALYSING THE BUYING PROCESS
- ANALYSING YOUR MARKET

MODULE 3

THE STRATEGY PHASE

- INTRODUCTION: FROM ANALYSIS TO STRATEGY
- SEGMENTING YOUR CUSTOMER
- TARGETING YOUR CUSTOMERS
- POSITIONING
- SETTING GOALS

MODULE 4

THE TACTICAL PHASE

- UNDERSTANDING THE 4PS MODEL
- CREATING THE RIGHT PRODUCT AND SERVICES
- SETTING & COMMUNICATING PRICES
- SETTING PROMOTION
- UNDERSTANDING DISTRIBUTION CHANNELS
- INTEGRATING ALL 4PS
- THE EXTENDED MARKETING MIX

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THE MEASUREMENT PHASE

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UNDERSTANDING BRANDING

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- BRANDING PROCESS
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DEFINING BRAND

- WHAT IS A BRAND?
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- UNDERSTANDING SALES: 3S APPROACH
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- BREAKING DOWN THE DNA OF YOUR SOLUTION
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- ABILITY TO IMPLEMENT

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- VALUE OF AN EFFECTIVE SALES PROCESS
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- DEVELOPING YOUR OWN SALES PROCESS