

Marketing Essentials

Course Specifications

Course number: 088782

Course length: 1.0 day(s)

Course Description

Without marketing, the fact that you've built a better mousetrap might go unnoticed. In fact, the whole notion of what constitutes a better mousetrap is dependent on marketing insights. Your engineers may have an elegant design that consumers reject as irrelevant or too cumbersome to use. Marketers are key in coordinating those who make product and design decisions with sales personnel and, ultimately, with consumers. Their marketing strategies can enable companies to remain ahead of the competition and attract customers whose loyalty will be the foundation of a successful venture. In this course, you will develop essential marketing skills.

Course Objective: You will develop strategic and tactical skills to create, execute, and evaluate a marketing plan.

Target Student: This course is designed for business people with little or no knowledge of marketing practices, as well as inexperienced marketing professionals.

Prerequisites: To ensure your success, we recommend you first take the following courses or have equivalent knowledge:

- *Project Management Skills for Non-Project Managers*
- *Getting the Results Without the Authority*

Delivery Method: Instructor led, group-paced, classroom-delivery learning model with structured hands-on activities.

Performance-Based Objectives

Upon successful completion of this course, students will be able to:

- analyze your market.
- position your product.



Course Content

Lesson 1: Analyzing Your Market

Topic 1A: Determine Your Sales Objectives

Topic 1B: Analyze the Market

Topic 1C: Isolate Your Market Segment

Topic 1D: Analyze Your Product

Lesson 2: Positioning Your Product

Topic 2A: Position Your Product

Topic 2B: Price Your Product

Topic 2C: Brand Your Product

Topic 2D: Develop Your Advertising Tactics

Topic 2E: Organize Your Marketing Efforts

Topic 2F: Conduct a Marketing Audit

