

## **HOW MARKETING WORKS TO BUILD BUSINESS**

### **Key focus**

1. Know why marketing is important to organizations and understand the core concepts of marketing
2. Know the basic tasks performed by marketing organizations and managers
3. Understand the differences between the various orientations to the marketplace
4. Know the components of the marketing concept and why they are critical to successful marketing practice

### **Who will benefit**

This is the definitive program for those who want an understanding of the marketing function. Various aspects of marketing are covered in an interactive way with tutor led sessions. The target audiences are those who perform a marketing role and who may not have any formal training.

**Take The Next Step**

**Day one**

**1. Marketing in the 21st Century**

- ▶ Task of marketing
- ▶ Major concepts and tools of marketing
- ▶ Marketplace orientations
- ▶ Marketing's responses to new challenges

0900-1030

*Morning tea break*

1030-1045

**2. Building Customer Satisfaction through Quality, Service and Value**

- ▶ Define value & satisfaction – understand how to deliver to them
- ▶ The nature of high-performance business
- ▶ How to attract & retain customers
- ▶ Improving customer profitability

1045-1300

**3. Scanning the Marketing Environment**

- ▶ Tracking & Identifying Opportunities in the Macro-environment
- ▶ Demographic, Economic, Natural, Technological, Political & Cultural Development

*Lunch*

1300-1400

**4. Analyzing Markets & Buying Behaviour**

- ▶ Influencing on buying & buyer decision making
- ▶ How business & consumer markets differ
- ▶ Organizational buying situations
- ▶ Participants in the business buying process

1400-1530

*Afternoon tea break*

1530-1545

- ▶ Major influences on organizational buyers
- ▶ Business buyer decision making
- ▶ Institutional & government buying

1545-1700

**Take The Next Step**

**Day two**

**5. Dealing with the Competition**

- ▶ Identifying competitors & evaluating competitors
- ▶ Competitive intelligence systems & strategies
- ▶ Customer vs. Competitor orientation

0900-1030

*Morning tea break*

1030-1045

**6. Positioning and Differentiating Market Offerings**

- ▶ Identifying market segments
- ▶ Choosing target markets
- ▶ Identify differentiating attributes
- ▶ Choosing and communicating effective positioning
- ▶ Marketing strategies along the Product life Cycle
- ▶ Marketing strategy & market evaluation

1045-1300

*Lunch*

1300-1400

**7. Designing and Managing Integrated Marketing Communications**

- ▶ The communication process
- ▶ Developing effective communications
- ▶ Deciding on the marketing communications mix
- ▶ Managing and coordinating integrated marketing communications

1400-1530

*Afternoon tea break*

1530-1545

**8. Managing the Total Marketing Effort**

- ▶ Company organization trends
- ▶ The marketing and sales organizations
- ▶ The marketing department's relation to other departments
- ▶ Building a customer-focused culture
- ▶ Improving marketing implementation

1545-1700

**Take The Next Step**