



Introduction to Marketing

A one day, 5 star rated course from the training experts



A 1 Day Introduction to Marketing

This is a one day course for people looking to gain a better understanding of marketing and how it can be used to drive your business / organisation

During this 1 day marketing training you will be introduced to the fundamentals of marketing and its role within your business

You will be shown the basics of marketing and given a framework to use to create your own marketing strategy, set objectives, build your brand and brand values, identify which marketing channels are best to use for your business and how to analyse the results.

What you will gain:

- ✓ An understanding of Marketing and it's role in your business / organisation
- ✓ The 7 P's of Marketing and how these can be used to frame your strategy
- ✓ Understanding your brand and its importance
- ✓ Creating your vision and mission to drive your organisation forward
- ✓ Developing your brand values and your value proposition
- ✓ Understanding your market and market segments
- ✓ Setting marketing objectives
- ✓ Choosing the correct channels to use
- ✓ Measuring and understanding the results

Who should attend?

This course is intended for people new to marketing, or those with no formal knowledge about the design and delivery of a marketing strategy.

Prices & Venues:

Manchester: £295+vat

A great course with tangible steps to improve and encourage the candidate to evaluate themselves
Kathryn Fielding | Web Applications UK Ltd

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided


mtraining

Introduction to Marketing

COURSE OUTLINE



What is Marketing?

- Definition of Marketing
- The role of marketing
- How to use the 7 P's of marketing to frame your strategy

Your Business & Marketing

- The Role of marketing in your business
- Creating an inspirational Vision & Mission for your organisation
- Analysis of your current marketing
- Identifying the gaps and opportunities

Branding

- What is Branding?
- What is your brand promise
- Creating straplines
- Identifying and evaluating your brand values

Your Market

- Identifying your market sectors
- Analysis of your market sectors
- How to segment your audiences

Your Objectives

- Setting marketing objectives for your organisation
- Making your objectives SMART

Marketing Channels

- How to Communicate with your audiences
- Identifying your primary and secondary Marketing Channels
- Clarifying the roles of each channel in reaching your objectives

Product Evaluation

- Identify the strengths and weakness of your product / service offer
- New Product Development
- Competitor analytics



How to book

To reserve your place on the Introduction to Marketing course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

