



# Introduction to Marketing Course

A 5 Star Rated course from the Marketing experts





# Introduction to Marketing Course

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

## Introduction

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.

## Who would benefit from this course?

Anyone new to marketing, or those with no formal knowledge about the design and delivery of a marketing strategy.

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£495 + VAT
Online	£220 + VAT	£350 + VAT

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online From £250 (half day). Please email or call us with your preferred venue, number of delegates and any requests.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

Excellent informative [Intro to Marketing] training session.

Easy to follow and tailored to our business needs.

Louise Mason  
Storengy UK





# Introduction to Marketing

## Course Outline

During this 1 day marketing training course, you will learn the fundamentals of marketing; its role within your organisation.

### 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

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

Google

5.0 ★★★★★

An excellent course with content relevant to our daily roles.

A great presenter who shared a lot.

Catherine Powell,  
NCC Group

For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.





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## Why Choose M Training's Introduction to Marketing Training Course

- Run by an experienced marketer with over 25 years experience in developing communications strategies for organisations.
- A Fellow of the Chartered Institute of Marketing who has worked with multinationals to small start-ups.
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester, Leeds, Liverpool and Online.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £450 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

## How to book

**To reserve your place on our 1 Day introduction to Marketing course, Simply pick your preferred date and book on our website, send us an email or give us a call.**

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

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

Excellent [Introduction to Marketing] course.

Martin was engaging and helpful throughout

James Perkins  
Creative Support