

## Principles of Marketing Workshop 1 or 2 Days

This workshop introduces marketing to delegates who have little or no prior training or experience of the subject.

It starts with a core definition "what is marketing" and builds from there to introduce all the classic tools and techniques marketing managers have developed and successfully applied in pursuit of profitable market share.

### Who is the Workshop for?

Attendees need have no prior understanding of Marketing.

New recruits to the marketing department would gain a good basic introduction from the 2-day workshop.

Professionals from other disciplines who need to gain an understanding of the basics of marketing would find Day 1 especially useful and could attend side-by-side with the trainee marketers.

By the end of this workshop, you will:

1. understand the key elements of marketing practice and how marketers think
2. have practised applying the marketing tools and techniques to realistic problems
3. have a 100 day plan for further personal development (if appropriate)

Outline:

<p><b>Day 1:</b></p> <ul style="list-style-type: none"> <li>• Introduction &amp; Overview</li> <li>• What is Marketing?</li> <li>• The Marketing toolkit (1)</li> <li>• Basic marketing strategy</li> </ul>	<p><b>Day 2:</b></p> <ul style="list-style-type: none"> <li>• The marketing toolkit (2)</li> <li>• Marketing Planning</li> <li>• Competitor Analysis</li> </ul> <p>Personal Development Plans</p>
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Topics covered will include the following:

Day 1

Marketing definitions, the marketing mix, 4P's, 7P's, the product life cycle, diffusion of innovation, Boston Matrix, segmentation, differentiation and the application of these to producing a basic marketing strategy.

Day 2

Ansoff Matrix, Perceptual Mapping, Maslow, PEST, SWOT, portfolio analysis, competitive intelligence, marketing audit and PDP.

The workshop can therefore be delivered as either a 1 or 2 day programme, and the two days can be separated (ideally by no more than 4 weeks) or together as required.

Maximum number of delegates: **12**  
**(Minimum 8 except by special arrangement)**