

Marketing Fundamentals for Professionals and Experts

The Essentials of Understanding, Communicating, and Serving Customers

This seminar provides a foundation of marketing knowledge and techniques for the non-marketing professional to better understand, communicate with, and serve their customers and end-users. This overview defines the current role of marketing in profit, non-profit, and governmental organizations in today's diverse environment. It introduces participants to the vocabulary, basic methods, and functions used within the marketing body of knowledge to identify the needs, wants, and preferences of markets and market segments.

The goal of this course is to improve the professional's ability to apply marketing fundamentals, communicate and interact more effectively with marketing service providers, and be a more effective core team member within their area of expertise on marketing campaigns and initiatives.

Learning Objectives

- The marketing function's role within the organization
- The marketing mix and how it applies to the organization's offers and initiatives
- Sources and uses of marketing information and research
- Branding, positioning, and understanding the market's viewpoint
- Marketing communication message essentials
- Using market segmentation, analysis, and target marketing to improve results
- Understand perspectives and influencers with focus groups and telling commentary
- Advertising and promoting to selected groups
- Creating and managing effective campaigns and initiatives

Formats

One- and two-day seminar formats

Breakout sessions tailored to current industry-specific needs

Web delivery is available for selected content areas

Content Outline**UNDERSTANDING MARKETING**

Marketing myths debunked
Content, objectives, and agenda
Marketing as an art and science
Roles and beliefs of marketers
Core marketing functions
Business to business and business to consumer fundamentals
Managing the marketing mix
Results-driven focus and best practices

MARKETING INFORMATION

Sources of marketing information
Using secondary demographic research
Primary research types and uses
Testing assumptions, offers, and copy

FOCUSING ON THE MARKET

Marketing to end-users, buyers, and influencers
Market segment analysis techniques
Common market analysis descriptors
Assessing demographics and commonly used psychographics
Understanding needs and wants
Finding willing and able buyers

CAMPAIGN MANAGEMENT

Setting campaign goals and objectives
Testing and evaluating approaches
Campaign rollout and monitoring
Evaluating the results

FORMULATING YOUR STRATEGY

Basic strategies: push, pull, or both?
Strategies for end-users and influencers
Identifying and using channel dogs
Developing multi-media initiatives and campaigns
The promise of viral campaigns
Partnering and promotional programs
Creating advocacy-based campaigns

MARKETING COMMUNICATIONS

Factors of effective communications
Branding and positioning
Understanding decision making
Why A.I.D.A. still works
Keys to effective copy and offers
Advertising, promotions, and informational campaigns
Getting found in today's global market
Choosing a media, mix, and budget
Using the web and social media

