




Living Mastery

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Marketing – A necessity for business success

Duration: 1 day

Marketing is **all** the efforts a business undertakes to **create value** in order to **build and maintain a lasting relationship** with the consumer at **a profit**. From this definition you can see that marketing is not the responsibility of one department in the organization but that every department is part of the chain of creating value for the customer. It is therefore important that all leaders and managers gain a good understanding of marketing and how it contributes to the bottom line of the business as well as their respective roles in supporting the marketing efforts of their company.

This training provides insights into the various elements of involved in the successful marketing of a business such as Market planning, Market research, Product Design & development, Distribution and Sales and Promotion.

Learning outcomes:

After completing this course, you will:

- Gain an understanding the importance of marketing, the marketing mix and the marketing process
- Understand the inter-relatedness of marketing with every department in the organization
- Identify and take ownership of your role in supporting the marketing efforts of your organisation
- Understand that marketing is the responsibility of everyone in an organization and identify your role in supporting the marketing efforts in your organization
- Understand the opportunities and threats of the digital age to the reputation of organisations
- Explore case studies of how companies have successfully used Marketing as a competitive advantage

Topics covered in this course:

Module 1: Introduction to Marketing

- ❖ The marketing concept
- ❖ The marketing mix
- ❖ The marketing process

Module 2: Planning

- ❖ The value of market research
- ❖ Unpacking and applying the 7Ps of marketing: Product, Price, Place, Promotion, Physical Environment, People, Process
- ❖ Positioning & Branding your business
- ❖ Developing your Marketing Plan

Module 3: Promoting your product or service

- ❖ Direct Marketing & Selling
- ❖ Web & Social marketing and New Media
- ❖ Mainstream Advertising (TV, Radio, Magazines, Press)
- ❖ Public Relations
- ❖ Below The Line (collateral & activations)
- ❖ Marketing on a shoe-string budget

Module 4: Measurement

- ❖ Defining measures of success
- ❖ Tracking performance
- ❖ Disseminating learnings within the organisation