

## “Fundamentals of Marketing” Training program (English Material)

**Course Length:** 12 Hours @ 3 days

### Course Brief Description

A fundamental of marketing offers the participant an overview of the information required to identify key marketing terms, language, and concepts. The program details the elements of the marketing mix, the stages of the product life cycle, and the proper steps to implement the market segmentation process. Managers, supervisors, and employees who want to learn basic marketing principles in order to influence the marketing goals of their organization.

### Objectives

At the end of this course you will be able to:

- Understand what marketing is
- Learn how to conduct market research
- Understand how to analyze your market environment and determine how to target your market
- Determine how to position your product
- Learn the 4 P’s and apply them to the market
- Learn how to build a basic marketing plan

### Course Outline

- **Understanding marketing management**
  - Building customer satisfaction and values
  - Market strategic planning
- **Analyzing marketing opportunities**
  - Measuring market demand
  - Analyzing consumer markets and buyer behavior
  - Dealing with competition
  - Identifying market segments
- **Developing marketing strategies**
  - Positioning the market offering through product life cycle
  - Developing new market offerings
  - Designing global market offering

- **Making marketing decisions**
  - Managing product line and brand
  - Managing services
  - Pricing strategies and programs
  
- **Managing and delivering marketing programs**
  - Marketing channels
  - Managing retailing and logistics
  - Advertising, sales, promotion and public relation
  - Managing sales forces