

**“Marketing for Non-Marketers”  
Training program  
(English Material)**

**Course Length:** 10 Hours @ 2 days

**Target Group(s):** - Employees in different functional areas, Newly appointed employees in marketing and sales departments.

**Course Objectives**

- Establishing the basic knowledge of the marketing roles.
- Developing the basic skills in studying a market for assessing opportunities / or solving problems.
- Highlighting the roles of the 4Ps (Marketing program) in marketing.

**Training’s approaches:**

- Presentation (Power Point slides)
- Introducing practical marketing situation to reflect on different marketing concepts whenever appropriate
- Open discussions

**Training method**

The trainer will use the facilitation style “two ways communications“, between the participants & the facilitator, using the technique of what ? – Now what ? – So what ?

**Outcomes Sought**

- Promoting the concept of integrated marketing where every employee is a marketer to better servicing the company’s customers.
- Exposing the trainees to the current challenges in marketing practices and the challenges facing their company.
- Changing the attitude toward marketing departments to reduce the likely conflict.

- Promoting the role of different functional areas in supporting the marketing tasks for achieving the company objectives.
- Converting non - marketers to marketers.

### **Training Course Outline**

- Introduction to marketing ( 2hrs )
- Market study and opportunity analysis: SWOT Analysis ( 4hrs)
- Introduction to the marketing mix ( 4hrs)