

BASIC MARKETING

OVERVIEW

The ability to put a product to market in a way which satisfies the customer's needs and generates an acceptable return is the fundamental requirement for business success. This is "marketing".

Many smaller companies are frightened by what they see as difficult and confusing concepts of marketing. Organisations which are service-based find that traditional marketing theory is difficult, if not impossible, to apply to their business.

This "Basic Marketing" program is designed both as a simple introduction to marketing concepts and, most importantly, as a practical workshop on how to develop and implement your organisation's own marketing strategy and plan.

While the program includes traditional approaches, less conventional concepts of marketing are also explored. Participants will find that the program provides a well-rounded appreciation of the way in which structured marketing plans can be developed to meet the needs and improve the success of every organisation, large and small, goods or services oriented, private or public sector.

AIM

The aim of the Basic Marketing program is to introduce participants to the principles and concepts of basic marketing theory, concepts and practice and to enable them to apply these in an effective and pragmatic way within their own organisation.

LEARNING OUTCOMES

At the end of the program, participants will :

1. Understand the principles and concepts of basic marketing theory and practice.
2. Be familiar with concepts of market analysis, selection of target markets, the design of marketing strategies and marketing programs.

3. Understand how the concepts covered in the program can be applied within their own organisation.
4. Be confident in actually using their new knowledge in bridging the gap between workshop and workplace.

PROGRAM CONTENT :

The program is structured around the following elements :

- a. Understanding marketing management and its important link to wider strategic and business planning.
- b. Analysing marketing opportunities, including the use of information systems, market research and environmental scanning; analysing and understanding consumer and business markets and buying behaviour; competitor analysis.
- c. Researching, identification and selection of target markets.
- d. Designing marketing strategies, including product differentiation, development and launching of new products and services and the critical importance of understanding and managing the product life cycle.
- e. Planning marketing programs, including product lines and packaging, pricing strategies, distribution, communications and promotion-mix strategies and sales force management.

Every effort is made to tailor the precise program content to reflect the major needs and interests of individual participants.

The program uses a blend of classroom sessions, interactive group work and experiential learning activities.

EVALUATION :

Participants themselves are always invited to provide their responses to the program which offers an indication of participant "comfort level". However, over time the only real determinant of program success is the extent to which the

program may be seen to have impacted upon participant performance.

Our approach is to provide the participant, or a nominated manager or supervisor with an evaluation instrument for completion several weeks after conclusion of the program. This is essentially an in-house tool for use by the client. However, we encourage organisations to return a copy of the instrument for use in the future review,

development and general improvement of the program.

DURATION :

The program is designed to cover two full days of eight hours each.