

# **Marketing for Success**

## **Course ref:MK1**

### **Course aims:**

- To introduce delegates to the principles of marketing
- To help delegates understand the need for marketing planning
- To explain how to use the Marketing Mix
- To develop a marketing plan that works together

### **Benefits of attending:**

- High quality training by experienced marketing professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

### **Outline of programme:**

This marketing workshop will help delegates apply the principles and techniques of marketing to their own businesses.

Topics covered include:

- What marketing is, and what it isn't
- Why planning pays
- Why you always need new business ideas
- How to win business from your competition
- How to add value without adding cost
- What makes marketing to the general public different
- How you can measure effectiveness
- How to ring up more profits
- Why some customers are more profitable than others
- When you need to love your customers
- How to put it all together to make Marketing work for you

### **Duration:**

This course normally operates as a 1 or 2-day course, depending on the depth required and issues which need to be covered. It can be tailored to suit different environments, including the marketing of science, and marketing for project managers. It can also be run as part of a series, together with Market Research, Putting the PRofit in PR, Dynamic Direct Mail, Managing the Customer, and Analysing the Effectiveness of Marketing Tools.