

Marketing for project managers

Course ref: MK7

Course aims:

- To help delegates understand the value of planned and co-ordinated marketing
- To enable delegates to use marketing tools with confidence
- To support delegates to produce their own marketing plan, with easy-to use Action Plan

Benefits of attending:

- High quality course designed by marketing professional
- Practical exercises to support the learning process
- Delegates will work through the exercises completed, and put them into a month by month Marketing Plan, with costs and responsibilities allocated

Outline of Programme:

- What can marketing achieve in our environment?
- What do we know that we need to know?
- Identifying customers- definition and analysis
- High value niche markets
- Applying solutions to problems
- Valuing your service/information in customer's terms
- Making the most of limited resources
- When is it a product, and when a service?
- Maximising the value of the brand
- Pricing policy-fixed and variables in pricing
- Demonstrating "best value"
- Making the most of promotional tools
- Delivery to market-selecting the best channels

Duration: This course normally operates as a 2 day course, with a maximum of 8 delegates to ensure individual attention. It can also be run as part of a series, together with Marketing for Success, Building a Winning Sales Team, and Analysing the Effectiveness of Marketing Tools.