

Marketing Management

Learning Outcomes:

The aim of this programme is to provide participants with an understanding of the essential tools and principles of marketing so they will be able to demonstrate effective marketing management in their own enterprises. Participants will also examine the basis of market segmentation and its effectiveness in meeting marketing demands, and will explore the identification of new market needs and developing products/services which effectively respond to those needs. Participants will be supplied with a marketing plan on CD ROM.

Course Content:

- Exploring the marketing mix and how it impacts everyday business decisions, looking at all decisions in pricing, promotion, distribution and product / service offerings
- Explore the impact of information technology on the marketing mix decisions
- Practical strategies for growing your business
- Business planning key tools, techniques and processes needed to develop strategic direction
- Market segmentation
- Market research tools
- Competitor analysis
- Customer analysis
- Product Life Cycle
- Market environmental analysis tools: SWOT and PEST



Programme Facilitator: Optimum Ltd



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