Course Overview:

This program is designed to introduce participants to the core concepts of marketing, providing a comprehensive review of the key issues involved in the development of an integrated approach to the marketing of products and services and how marketing plays a role in the success of an operational strategy. Participants will focus on the tools of marketing, sales, and communications, with specific emphasis on integrated marketing communications and sales promotion management. The process of developing a marketing plan that is integrated into the overall strategic plan will be discussed. This highly interactive workshop features case studies, a variety of planning exercises, and other activities designed with an action-learning focus.

Course Objective:

- understand the functions of marketing
- develop an understanding of the concept of marketing
- compare marketing to sales
- learn how to create program objectives and strategies based on an organization's goals
- gain insight into the elements of an effective marketing plan
- develop understanding and skills in market research
- learn to integrate marketing and strategic plans
- learn how to use marketing segmentation
- gain insights into the variety of public relations tools available

Course Outline:

- The Definition of Marketing
- Today's Marketing Environment
- Market Research Tools, Techniques, and Applications
- Product Development and Planning
- Market segmentation, targeting and positioning
- Product/Service Life Cycle
- Value propositions
- Product Promotion and Advertising
- Pricing Products and Services
- Product Distribution

Who Should Attend:

This program is designed for marketing and sales representatives,and how work in marketing segmentation, managers and directors, and small business owners who have not had formal marketing training. The program is also recommended as an excellent preparation for persons expecting to assume marketing responsibilities.

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation