



Essentials of Marketing

Marketing

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Get the key marketing skills you need - marketing mix, segmentation, creating customer value, marketing analysis & product positioning.

Highlights

- Learn how to develop your own marketing action plans and marketing budgets for your company.
- Explore the key differences between B2C & B2B marketing.
- After the programme, you think like a marketer.

Key Competences

- Building marketing plans
- Competitive analysis
- Using the marketing mix
- Creating customer value
- Developing pricing strategies
- Customer segmentation

The Right Programme for You

You are a newly-appointed marketer or a product, brand, or advertising manager. You want to understand and learn what is marketing's role in generating profits for your company or organization.

Managers

Business Professionals



Learn, Practice and Use

- **Recognize** the wide-ranging marketing roles and functions within different organizations
- **Understand** the key differences between B2B and B2C markets and marketing
- **Apply** modern techniques for conducting marketplace analysis
- **Utilize** insightful marketing tactics to pinpoint why customers buy or don't buy
- **Align** the 4 Ps with your products, services, and customer wants and needs
- **Contrast** strategic business plans with annual marketing plans
- **Learn** how to write SMART marketing goals
- **Compare** mass marketing to segmentation marketing
- **Define** Net Promoter Score as a measure of customer loyalty
- **Understand** different pricing objectives and strategies
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Live Online



4 X 3-hour sessions
€1,995

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/marketing for dates, locations and full programme outline

Programme Modules

1

Marketing Overview

- Define marketing
- Identify the role of marketing
- Contrast strategic business plans with annual marketing plans

2

Market Analysis

- Describe approaches to gathering marketing information
- Identify macro-environmental trends that impact a business
- Define key differences between B2B and B2C markets
- Conduct a competitive analysis
- Develop a SWOT analysis

3

Segmentation, Targeting, and Positioning

- Write SMART marketing goals
- Compare mass marketing to segmentation marketing
- Analyze customer segments in order to select target audiences
- Write a positioning statement

4

Marketing Mix

- Explain how the four PS align with one another
- Describe how a product itself can impact marketing efforts
- Explain various pricing objectives and strategies
- Discuss how channels of distribution impact marketing decisions
- Define objectives and strategies for core modes of communication

5

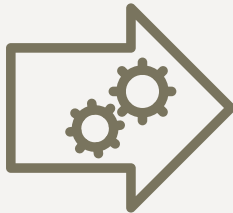
Creating Customer Value

- Describe how to create customer value, satisfaction, and loyalty
- Define net promoter score as a measure of customer loyalty
- Identify ways organizations cultivate customer relationships
- Create an approach to developing marketing action plans and budgets



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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