

Marketing Essentials

Duration: 1 Day

Without marketing, the fact that you've built a better mousetrap might go unnoticed. In fact, the whole notion of what constitutes a better mousetrap is dependent on marketing insights. Your engineers may have an elegant design that consumers reject as irrelevant or too cumbersome to use. Marketers are key in coordinating those who make product and design decisions with sales personnel and, ultimately, with consumers. Their marketing strategies can enable companies to remain ahead of the competition and attract customers whose loyalty will be the foundation of a successful venture. In this course, you will develop essential marketing skills.

Course Objective: You will develop strategic and tactical skills to create, execute, and evaluate a marketing plan.

Analyzing Your Market

- Determine Your Sales Objectives
- Analyze the Market
- Isolate Your Market Segment
- Analyze Your Product

Positioning Your Product

- Position Your Product
- Price Your Product
- Brand Your Product
- Develop Your Advertising Tactics
- Organize Your Marketing Efforts
- Conduct a Marketing Audit