

The course described below was used to train the equivalent of Business Link in Croatia. The format was well received by the 50 advisors that were trained.

DAY	MORNING	AFTERNOON
1	Core skills Introductions and ice breakers 'Marketing' an SME perspective Consultant 'soft skills' Conditions for a successful intervention <i>Case study: Conducting a Marketing Audit</i>	Where are we now? Marketing as a process STEP 1 The Marketing Audit Product audit Market audit
2	Where do we want to be? Market research techniques and sampling STEP 2 Marketing objectives Simplified approach for SMEs Business growth strategy options Optional module <i>Case study: Setting marketing objectives and strategy</i>	STEP 3 Marketing Strategy Targeting Positioning Differentiation and branding Profit Impact of Marketing Strategy
3	How do we get there? – Product, Price, Place and Promotion	
	STEP 4 Marketing mix Total product concept Product life cycle , multi factor grids New product development Pricing methods and strategy Place considerations <i>Case study: Formulating the marketing mix</i>	Promotion Communication principles Planning promotional campaigns Media selection Advert, direct mail, press release formats Advertising impact
4	How do we get there? – Plan	
	Digital marketing STEP 5 The Plan Mission, vision and positioning statements The one page marketing plan	<i>Case study: Market plan completion</i> <i>Case study: Final presentations</i> Certificate awards

Optional modules:

Marketing in a recession
 Marketing and quality
 Marketing and sales