

## **INTRODUCTION TO MARKETING AND MARKETING PLANNING**

### **Description**

The course is designed as a public course but can be adapted for in-company use. The programme is for a one day course but in a two day format it can be used to commence the process of preparing the marketing plan.

The content follows two basic themes. The first is to explain what marketing is – often misunderstood – and where it fits within the organisation with respect to sales, advertising and promotion. The second is to use the marketing planning process to show how you can introduce marketing into an organisation. The scenario is that you are the newly appointed marketing manager of a company that has never ‘done’ marketing before: how would you go about it?

### **Target audience**

Anyone with marketing responsibilities or needing to know what marketing does.

### **Number of participants**

The number of course participants is restricted to eight to ensure individual attention but can be adapted for larger numbers but with reduced participation.

### **Training method**

As this can seem a dry topic participative exercises are introduced throughout. These are solo exercises in a public course and team exercises in-company. These are accompanied by tutor inputs and individual guidance.

### **Outcomes**

- An understanding of marketing: what it is, what it isn't.
- An understanding of the marketing process and how it can be documented into a marketing plan.

### **Measure of effectiveness**

The course feedback forms focus on the following measures of the course's effectiveness:

Practical value  
Participation  
Tutor – clear and helpful  
Enjoyment

Over 71 courses this course is rated at 4.5 out of five (June 2009)

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Course programme – one day course or over five sessions

<b>CONCEPT AND PROCESS</b>	What is marketing? The process of marketing Marketing planning versus business planning in general.	Definition. Comparison with advertising, promotion, selling. The marketing process used analyse marketing problems and devise solutions. Where the marketing plan fits into the larger scheme. Terminology: plan versus budgets, versus targets; gap analysis
<b>MARKETING PLAN BASE</b>	The marketing audit: product audit, market audit. SWOT analysis. Mission statement. Positioning	Establishing the information needs for marketing. Includes segmentation.  Common errors in completing the SWOT analysis.
<b>MARKETING OBJECTIVES &amp; STRATEGY</b>	Marketing objectives. Sources of strategy Marketing strategy tools	Comparison of marketing and other business objectives. Reference made to Product Life Cycle, Business Growth Logic Tree, Boston Matrix, PIMS.
<b>MARKETING MIX</b>	Elements of the marketing mix. Individual market plans.	Special reference to the changes caused by the Internet. How the structure of the final plan differs from the process of preparing the plan.
<b>Variations</b>	Sessions 3 and 4 can be simplified to make time for a more intensive session on one element of the marketing mix (usually marketing communications).	