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## **Introduction to Marketing**

Marketing is the crucial function of every business but it is not something that can be done just sitting in an office.

Listening to customer's means meeting them and assessing the market place. Monitoring the competition means being out there constantly looking for trends, changes and new developments.

Only can an action plan be developed for the specific purpose of increasing the customer base.

This highly participative course is aimed at developing practical marketing skills for those with an eye for the future.

### **Course Content**

What is Marketing?

SWOT analysis

Finding out about the market

Methods of Market research

Customer targeting

Developing a competitive edge

Marketing mix and segregation

Projects, Predictions and Forecasts

Product life cycle and strategies

Consumer versus customer

Developing a Marketing plan

Marketing audit

Promotion, Price, Place

Practical marketing methods

Advertising

Cold Canvassing

Direct Mail

Image

Exercises