

# Essentials of Marketing

## Key Ideas and Optimal Procedures

### Introduction

Participants in this Course N Carry Essentials of Marketing training course will get an understanding of how to apply key marketing theories, concepts, principles, tools, and processes in their respective professions. It offers a clear grasp of the core concepts and best practices, whether you are new to marketing or just want a review on the basics.

After attending, the attendees will have a better knowledge of how to behave, think, and speak like marketing experts. They will establish a successful marketing strategy and be able to articulate to team leaders and executives how it will benefit the company and its clients.

#### **This training session on Course N Carry will emphasise:**

- Recognising and comprehending the requirements and needs of customers
- Selecting the markets to join
- Creating goods and services that appeal to your target customers
- Outlining the advantages of your goods and services in clear terms
- Convincing prospective clients to buy your products
- Demonstrating how your efforts have increased sales, earnings, and market share

### Objectives

#### **Participants in this Course N Carry training course will be capable of the following by the end:**

- Describe the main ideas of marketing and how it fits within their company.
- Utilise the marketing mix for their team and function.
- Recognise the elements influencing the conduct of both B2B and B2C customers.
- Describe how consumers affect marketing initiatives and make purchasing decisions.
- Describe the benefits and drawbacks of the various communication tools and select the most efficient one to engage customers.

### Training Methodology

In line with the concepts of blended learning and adult learning, this Course N Carry Essentials of Marketing training course integrates theory and industry best practices with hands-on activities. In addition to making the most of peer exchange, brainstorming, role plays, small and large group exercises, videos, case studies, and discussions, participants will have the chance to put the skills they learn and hone during the course into practice. They will also spend time working one-on-one and in small groups to find solutions to the problems they encounter.

## Organizational impacts

**After completing this Course N Carry Essentials of Marketing training course, participants will have a deeper comprehension of how marketing initiatives serve organisational goals, such as:**

- Organising marketing initiatives through macro and microenvironmental study of businesses
- Maximising product and service sales volumes, revenues, profits, and market share through the use of marketing mix methods
- Ensuring that company objectives and actions are in line with market reality and customer expectations
- Creating and overseeing marketing communication initiatives that support and are connected to business priorities
- Having the ability to defend and gain support for marketing initiatives from top business executives and colleagues in other departments

## Personal Impact

**The following are some ways that this Course N Carry training programme will assist participants improve their marketing skills:**

- Knowledge of every component in the marketing control system, including their roles and team roles
- Enhanced self-assurance in overseeing connections with clients, vendors, executives, and associates
- Forming an attitude that is focused on the needs of the consumer and making sure that their opinions are acknowledged and heard when making decisions
- Creating and implementing successful marketing communication initiatives both internally and with outside creative firms
- Improved abilities in both verbal and nonverbal communication
- Putting marketing concepts to use to narrow the focus to the consumer and the market

Managers and practitioners in the marketing and public relations fields who wish to assess their skills against industry best practices but lack a professional marketing certificate can enrol in the Course N Carry Essentials of Marketing training course.

**A suitable variety of professionals are enrolled in this Course N Carry training session, and they will greatly benefit from:**

- Community Relations Media Relations
- VIP Communication & Etiquette
- Advertising, Digital Marketing, Event Management
- Internal Communications for Employees in Investor Relations and Financial PR
- Government and Corporate Affairs
- Brand Administration
- Business Interactions
- Product Promotions & Publicity

## **Course Outline**

### **Day 1**

#### **Marketing Essentials**

- Marketing's Function and Role in Various Organisations
- Putting the Eight Essential Marketing Concepts to Use
- Definitions of markets, marketplace orientation, and marketing
- Recognising the Effects of the Micro and Macro Marketing Environments on Your Company
- The Four Main Stages of Marketing
- Overcoming Communication Obstacles in the Process of Marketing Planning

### **Day 2**

#### **Using the Marketing Mix's Four Ps**

- Creating, Evaluating, and Introducing New Goods and Services
- Handling Goods and Services During Their Whole Life
- Choosing and Overseeing the Marketing Channels
- Creating Programmes and Pricing Strategies
- Creating Successful Marketing and Publicity Campaigns
- Methods for Reaching Marketing Goals using the 4Ps

## Day 3

### Hearing What the Customer Has to Say

- Identifying the Six Types of Consumers
- Techniques for Customer Segmentation and Strategies for Efficient Targeting
- Building and Developing Connections through a Marketing Funnel and Customer Touchpoints  
Decision-making Units and Stages in the Purchasing Process for B2B and B2C Customers
- Methods for Hearing the Customer's Voice All the Time Formulas for Assessing Customer Satisfaction and Corrective Measures

## Day 4

### Engagement and Communication in Practices

- Steps to Creating Successful Customer Communications
- Creating Appeals and Messaging That Are Clear
- Benefits and Drawbacks of Electronic Communication Devices
- The benefits and drawbacks of using traditional communication methods
- Using Social Media Apps to Improve Marketing Results
- Production Timelines and Posting Calendars for Scheduling

## Day 5

### Improved Questioning and Active Listening Techniques as Crucial Personal Marketing Skills

- Twelve Essential Writing Guidelines for Journalists Discover
- Developing Rapport, Trust, and Credibility in Relationships
- Handling Diversions and Time Management Public Speaking: Communicating
- Concepts Clearly, Confidently, and Powerfully
- Creating and Maintaining Partnerships with Vendors