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Development Training

Course Details

Code: **MA1** – Contact Dwight Davis for arrangements regarding this course.

Name: **MASTERING BUSINESS MARKETING**

Type: Team and Personal Skills Development for employees, supervisors, and managers

Duration: 1 Half Day – 8:30 A.M. to 12:30 P.M. or 8:00 A.M. to 12:00 Noon (suggestions only)

Estimated Cost: Contact us for a quote tailored to your specific requirements.

Description: This course will provide your employees with improved understanding and development of business marketing principles and skills used in improving your business impact with customers in the marketplace.

The topics to be discussed are as follows**:

- The Marketing Process
- Developing your marketplace image
- Brand development and performance
- All about your customers
- Importance of market analysis
- Sizing up competition and market share
- Marketing strategy development
- Five “Ps” of Marketing
- Effective marketing communications
- Ten steps of a successful marketing plan

**** Please note that this package is currently being revised and there may be some changes in content.)**

Objectives: Upon successful completion of this training, your employees will have an improved understanding of business marketing principles and skills. Participants will be able to use these additional skills to master business marketing requirements with improved and effective use of marketing communications for increased marketing performance and market share.

Course Delivery Method:

The format is classroom workshop facilitation training and instruction.

Course Materials:

There is one (1) presentation package for this course with handout packages for participants. “Mastering Business Marketing” – 40 plus pages.

Notes:

Feel free to bring paper and writing instrument to take notes.

This course will be “fun” as well as educational! You learn MORE when you are having fun!