



# MARKETING MASTER CLASS



## OUR GLOBAL STANDARDS AND ACCREDITATION



THE NATIONAL EXAMINATION BOARD  
IN OCCUPATIONAL SAFETY & HEALTH



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# MARKETING MASTER CLASS

## INTRODUCTION

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With competition increasing every day and the mounting pressures that characterize tough economic times, you need proven marketing techniques to generate demand for your products and services. The Certified Marketing Professional training course offers a variety of important marketing concepts that will give you solid knowledge about conventional marketing topics such as marketing planning, marketing audit, marketing communications, and marketing research. It is a must for professionals who would like to explore marketing arenas for the first time or wish to refresh their marketing know-how

## OBJECTIVES

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**By the end of the program, participants will be able to:**

- Define the marketing framework of a business organization
- Conduct marketing audits and analysis to better examine the micro and macro environments
- Combine best practices, tools and models to implement an effective marketing and sales management system
- Develop strategies, initiatives and programs to build and sustain a competitive market advantage
- Apply planning and the execution of advanced marketing strategies to enhance organizational results

## TRAINING METHODOLOGY

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In addition to the classical concepts the course offers, the 'Certified Marketing Professional' course employs a wide array of case studies, templates, and Excel sheets to help participants acquire the right marketing competencies and apply them in a seamless and professional manner.

## WHO SHOULD ATTEND?

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The training course will be of interest to a wide range of marketing, PR, communications, sales and operations professionals. It is of special value to marketing managers in firms, businesses, organizations and institutions of all sizes and in all sectors

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## COURSE OUTLINE

### Marketing concepts

- Marketing management defined
- Evolution of the marketing concept
- Differences between marketing and selling
- Scope of marketing management
- Setting the scene: the marketing mix
- Using the 4Ps marketing mix model

### Marketing audit and planning

- Understanding the marketing environment
- Various marketing analysis techniques
- 'PEDSTLE' analysis
- 'SWOT' analysis
- The five forces model (M. Porter)
- Customer analysis
- Competitive analysis
- The marketing audit
- Marketing planning

### Market segmentation, targeting and positioning

- Market segmentation defined
- Basis of market segmentation (B2C)
- Basis of market segmentation (B2B)
- Criteria for successful segmentation
- Market targeting
- Market positioning
- Steps in market segmentation, targeting and positioning

### Marketing communication and campaigns

- Elements of the communication process
- Steps in creating a promotional campaign
- The goals and tasks of promotion
- The 'AIDA' concept
- Setting the advertising budget
- The various media types
- Media scheduling
- Evaluating promotional campaigns

### The Product Life Cycle (PLC): a strategic approach

- The PLC concept
- Marketing strategies for PLC
- The promotion mix and marketing objectives
- Characteristics promotion mix elements
- Promotion mix strategies across the PLC
- Push and pull strategies

### Marketing research

- Marketing research defined
- The marketing research process
- Secondary and primary data
- Questionnaire design
- Forms of survey research



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**Hotel Accommodation**

Hotel Accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least one week prior to the commencement of the course.

**Event Disclaimer**

We reserve the right to cancel or postpone a course or related event, change venue, substitution of the Instructor and alter the course content at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/ or expenses registrant may incur or have incurred as a result of any trip cancellations or changes.

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You must notify the Registrar of cancellations at least one week before a scheduled course in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a \$250 handling charge for all cancellations or rescheduling. We reserve the right to cancel a course due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

**4 Ways to Register**

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