

## Marketing Fundamentals for Professionals and Experts

*The Essentials of Understanding, Communicating, and Serving Customers*

This seminar provides a foundation of marketing knowledge and techniques for the non-marketing professional to better understand, communicate with, and serve their customers and end-users. This overview defines the current role of marketing in profit, non-profit, and governmental organizations in today's diverse environment. It introduces participants to the vocabulary, basic methods, and functions used within the marketing body of knowledge to identify the needs, wants, and preferences of markets and market segments.

The goal of this course is to improve the professional's ability to apply marketing fundamentals, communicate and interact more effectively with marketing service providers, and be a more effective core team member within their area of expertise on marketing campaigns and initiatives.

### Learning Objectives

- The marketing function's role within the organization
- The marketing mix and how it applies to the organization's offers and initiatives
- Sources and uses of marketing information and research
- Branding, positioning, and understanding the market's viewpoint
- Marketing communication message essentials
- Using market segmentation, analysis, and target marketing to improve results
- Understand perspectives and influencers with focus groups and telling commentary
- Advertising and promoting to selected groups
- Creating and managing effective campaigns and initiatives

### Formats

One- and two-day seminar formats

Breakout sessions tailored to current industry-specific needs

Web delivery is available for selected content areas

**Content Outline****UNDERSTANDING MARKETING**

Marketing myths debunked  
Content, objectives, and agenda  
Marketing as an art and science  
Roles and beliefs of marketers  
Core marketing functions  
Business to business and business to consumer fundamentals  
Managing the marketing mix  
Results-driven focus and best practices

**MARKETING INFORMATION**

Sources of marketing information  
Using secondary demographic research  
Primary research types and uses  
Testing assumptions, offers, and copy

**FOCUSING ON THE MARKET**

Marketing to end-users, buyers, and influencers  
Market segment analysis techniques  
Common market analysis descriptors  
Assessing demographics and commonly used psychographics  
Understanding needs and wants  
Finding willing and able buyers

**CAMPAIGN MANAGEMENT**

Setting campaign goals and objectives  
Testing and evaluating approaches  
Campaign rollout and monitoring  
Evaluating the results

**FORMULATING YOUR STRATEGY**

Basic strategies: push, pull, or both?  
Strategies for end-users and influencers  
Identifying and using channel dogs  
Developing multi-media initiatives and campaigns  
The promise of viral campaigns  
Partnering and promotional programs  
Creating advocacy-based campaigns

**MARKETING COMMUNICATIONS**

Factors of effective communications  
Branding and positioning  
Understanding decision making  
Why A.I.D.A. still works  
Keys to effective copy and offers  
Advertising, promotions, and informational campaigns  
Getting found in today's global market  
Choosing a media, mix, and budget  
Using the web and social media

