

Marketing

Outcome

Delegates should be able to:

- Recognise the importance of market research
- Develop a simple marketing structure that is both successful and cost effective.
- Develop methods of objective evaluation.
- Recognise when marketing becomes selling, and adapt accordingly

Course content

The aim of the course is to show delegates how they can market their business successfully.

It is also to enable participants to maximise sales opportunities whilst keeping budgets within control.

Key Topics include:

- Why do people buy?
- Where do they look?
- Why should you create an image?
- Preparation – fail to plan, and plan to fail.
- The Marketing process – a logical progression
- Your competitors – know them.
- Planning to succeed. Changing attitudes.