

€ TRAINING

Fundamentals of Marketing



2 - 6 September 2024
Paris (France)



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REF: R2080 DATE: 2 - 6 September 2024 Venue: Paris (France) - Fee: 5940 Euro

Introduction

This training program offers comprehensive insights into understanding customer needs and preferences. Participants delve into market research techniques and strategies for effective segmentation and targeting. They explore various elements of the marketing mix, including product development, pricing strategies, distribution channels, and promotional tactics. Throughout the program, emphasis is placed on practical applications and real-world case studies to enhance learning and skill development.

Program Objectives

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

- Describe the fundamentals of marketing and how it relates to their organization.
- Use the marketing mix in their work and with their team.
- Recognize the variables that affect B2B and B2C client behavior.
- Describe how consumer behavior affects marketing strategies and purchasing decisions.
- List the benefits and drawbacks of each communication medium, then select the most powerful one for attracting clients.

Targeted Audience:

- Managers overseeing marketing teams or projects who want to enhance their strategic understanding of marketing concepts.
- Marketing coordinators or junior marketing executives.
- Entrepreneurs launching new ventures.
- Professionals in non-marketing roles seeking to understand marketing principles.
- Sales representatives aiming to complement their selling skills with marketing insights

Program Outlines:

Unit 1.

Principles of Marketing:

- Exploring marketing's function and significance across diverse organizations.
- Implementing the eight fundamental marketing principles effectively.
- Defining marketing, markets, and the concept of marketplace orientation.
- Assessing the impact of micro and macro marketing environments on business operations.
- Navigating the four major phases of marketing strategies and campaigns.

Unit 2.

Applying the 4P's of the Marketing Mix:

- Creating, Evaluating, and Launching New Goods and Services.
- Managing Goods and Services During Their Life Cycle.
- Channels for Choosing and Managing Marketing.
- Creating Pricing Programs and Strategies.
- Creating Powerful Publicity and Promotional Campaigns.
- How to Use the 4Ps in Marketing to Achieve Your Goals.

Unit 3.

Listening to the Voice of the Customer:

- The Definition of the 6 Types of Customers.
- Strategies for Targeting Decision-Making Units and Stages in the Buying Process for B2B and B2C Customers and Techniques for Customer Segmentation.
- Utilizing a Marketing Funnel and Customer Touchpoints to Build and Expand Relationships.
- Formulas for Measuring Customer Satisfaction and Corrective Actions Techniques for Constantly Hearing the Customer's Voice.

Unit 4.

Communication and Engagement in Practices:

- Development of Effective Customer Communications: Stages.
- Making Clear Appeals and Messaging.
- Features of Digital Communication Tools that Are Good and Bad.

- The benefits and drawbacks of conventional communication methods.
- Making Use of Social Media Apps to Improve Marketing.
- Using production timelines and posting calendars to plan.

Unit 5.

Essential Personal Skills for Marketing:

- Enhanced Active Listening and Questioning Skills.
- 12 Golden Rules of Writing All Journalists Learn.
- Relationship Building Rapport, Trust and Credibility.
- Dealing with Distractions and Managing Time.
- Public Speaking: Expressing Ideas Clearly, Confidently and with Impact.
- Developing and Sustaining Relationships with Suppliers.