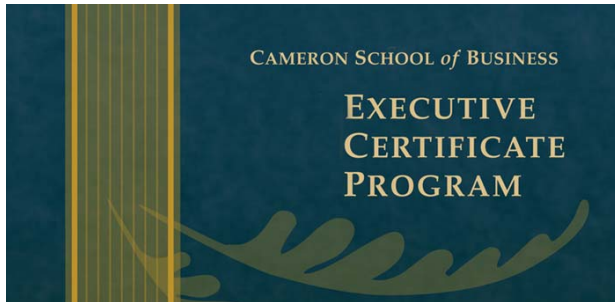


Marketing Essentials, Sales and Business Development - Module Overview

This module will provide individuals with practical insights into the concepts, activities and decisions that relate to the marketing function in business settings. Focus on development and implementation of marketing strategies through the use of the traditional marketing mix variables of “product, price, place (distribution), promotion,” as well as the extended services marketing mix variables which include “people, processes and physical environment.” Module topics will be divided into three key areas: “Marketing and the Marketing Environment;” “Marketing and the Customer” and; “Developing a Competitive Marketing Posture.” This module also stresses the critical strategic competitive advantages associated with customer satisfaction, relationship marketing, product positioning, and brand equity.

Marketing Essentials, Sales and Business Development - Learning Objectives

- To introduce participants to the principles of marketing as they relate to business practice
- To familiarize participants with the strategic issues involving product, price, distribution, and promotion strategy.
- To encourage the consideration of the services marketing issues associated with the people, processes and physical environmental aspects of service businesses
- To provide a framework for evaluating changes in the marketing environment in order to formulate competitive marketing responses
- To develop understanding of what goes into a customer’s purchase decision
- To recognize the importance, variety and strength of customer needs and values
- To develop strategies to position a brand or business and build corporate/brand identity
- To understand the nature and roots of customer satisfaction
- To recognize the nature of persuasive influence and market acceptance
- To utilize relationship marketing strategies that recognize the life-time value of a customer



Marketing Essentials, Sales and Business Development - Module Topics

- Marketing and the Marketing Environment
 - o Definition of Marketing
 - o Exchange Relationships
 - o Satisfaction
 - o Overview of Marketing Mix Activities for Goods and Services
 - o Review of the Marketing Environmental Forces
 - o Environmental Scanning, Analysis, Response

- Marketing and the Customer
 - o Evolution of Marketing Philosophy and the Marketing Concept
 - o Customer Decision Making Processes
 - o Customer's Needs and Core Values

- Developing a Competitive Marketing Posture
 - o Opportunity/Growth Analysis
 - o Product Positioning
 - o Building Brand Equity
 - o Persuasive Techniques
 - o Product Adoption/Diffusion of Innovation Factors
 - o Satisfaction and Relationship Marketing