



Title: Marketing Essentials

Instructor: Youssef Youssef

Length of Course: 1 day

Description:

Written especially for non-marketing managers, this course includes fundamentals that will help people throughout the organization better understand the importance of marketing and how it relates to them.

Program Content:

Defining Marketing and the Marketing Process

- Creating and capturing Consumer Value
- Partnering to build customer relationship

Understanding the Marketplace and consumers

- Analyzing Marketing environment
- Social responsibility and Ethics
- Managing Marketing Information
- Business Marketing

Driven Strategy and Marketing Mix

- Marketing Strategy
- Product, Service and Brands
- Marketing Channels
- Retail and Wholesale
- Sales

Marketing extended

- Creating Competitive Advantage
- The Global Marketplace

What You Will Learn:

- Marketing Principles
- The Marketing Mix Components
- Key steps in designing a marketing plan
- How to select and market new products
- Ability to design appropriate marketing Strategy



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When Integrity Counts

Who Should Attend:

Anyone interested in developing skills and techniques in Marketing Principles.

