

Marketing Essentials

1 Day

Marketing is a powerful management tool for growing your business and addressing key issues, whether you work for a corporate, for government or for yourself. In this practical course, you'll discover the elements of a strong marketing plan, learn about today's core online and traditional marketing activities, equip yourself with a range of marketing tools and templates, and see how effective communication can really impact your organisation's bottom line.

What you'll learn in this course

- The theory behind marketing, the latest buzzwords and how marketing activities fit within a range of businesses and organisation
- How to develop strong marketing goals for your business or organisation
- Recognise the key components of the marketing mix and how to utilise these to meet your marketing goals
- Feel confident applying a range of marketing tools and templates in their day to day work

Topics you'll cover

- introduction to marketing and brands
- Consumer behaviour, market segmentation and target markets
- Writing a winning marketing plan
- The marketing mix – the key elements you will use to reach your marketing goals and the unique advantages and characteristics of each method
- Working with different budgets
- Understanding the financials and evaluation of your marketing outcomes to improve marketing and business planning

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think
learn?
succeed

“Smart training for clever people”

What others have said
about the course...

“It was fantastic. Great amount of
knowledge. I felt inspired all day”



Book your training NOW

Call Eleanor Shakiba on 0433 126 841

Download course information at
www.thinklearnsucceed.com.au