

# OUTLINE

## Marketing Basics

### Lesson One

#### *Getting Started*

- Housekeeping Items
- Workshop Objectives
- Pre-Assignment
- Action Plan

### Lesson Two

#### *What is Marketing?*

- What is a Market?
- Marketing isn't Selling
- Understanding Customer Needs
- Defining Your Service or Product
- Case Study
- Lesson Two: Review Questions

### Lesson Three

#### *Common Marketing Types (I)*

- Direct Marketing
- Active Marketing
- Incoming Advertising
- Outgoing Marketing
- Case Study
- Lesson Three: Review Questions

### Lesson Four

#### *Common Marketing Types (II)*

- Guerilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing
- Case Study
- Lesson Four: Review Questions

## Lesson Five

### *The Marketing Mix*

- Product
- Price
- Promotion
- Position
- Case Study
- Lesson Five: Review Questions

## Lesson Six

### *Communicating the Right Way*

- Emotional Intelligence
- Categories of Emotions
- Case Study
- Review Questions

## Lesson Seven

### *Customer Communications*

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly
- Case Study
- Lesson Seven: Review Questions

## Lesson Eight

### *Marketing Goals*

- Brand Shifting
- Repeat Purchases
- Brand Loyalty
- Inform and Educate
- Case Study
- Lesson Eight: Review Questions

## Lesson Nine

### *The Marketing Funnel*

- Awareness
- Interest
- Desire
- Action
- Case Study
- Lesson Nine: Review Questions

## Lesson Ten

### *Marketing Mistakes (I)*

- Not Taking Social Media Seriously
- Not Having a USP
- Cross Cultural and International Translations
- Not Building a Relationship
- Case Study
- Lesson Ten: Review Questions

## Lesson Eleven

### *Marketing Mistakes (II)*

- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers
- Case Study
- Lesson Eleven: Review Questions

## Lesson Twelve

### *Wrapping Up*

- Words From The Wise
- Lessons Learned
- Completion Of Action Plans And Evaluations

This course can be fully customised for your business team.  
Please contact us for more details and our team will happy to assist.

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