

An Introduction to Marketing

Duration: 1 Day

This session will take you through the basics of the marketing mix (and help explain the jargon!), with the aim of helping you to create your own marketing plan. We will show you how to make the most of your marketing budget, including what parts of the marketing mix work well for particular market sectors. It will include advice on advertising, public relations, and much more.

We enable you to identify the necessary steps to take your product into new markets. Included will be portfolio analysis and decisions, the importance of market research, segmentation, targeting and positioning.

Pre requisites

There are no prerequisites for this course