

MANAGEMENT DEVELOPMENT PROGRAMMES

MARKETING

Course Title	: ESSENTIALS OF MARKETING
Course Code	: Mktg: EoM
Course Overview	: Essentials of Marketing provides participants with core concepts and strategic perspectives found in most marketing MBA programmes. Participants will learn to understand and apply the basic techniques of marketing, including segmenting and targeting customers, understanding the decision-making processes of your customers, using lifetime customer value in marketing planning, developing a unique brand, managing a product line, understanding distribution channels, and making effective advertising decisions.
Target Audience	: This “essentials” programme will benefit executives across the organisation (in engineering, R&D, finance, product development, accounting, sales, public relations, and other areas). Managers who are assuming marketing responsibilities for the first time, as well as managers already in a marketing capacity but without significant formal education in this discipline, will also benefit.
Selected Session Topics	: <ul style="list-style-type: none"> - Analysing markets and customers - Understanding customer behaviour - Using customer analysis to make business decisions - Pricing issues - Product lifecycle and line management - Strategies for managing channel conflict - Allocating your marketing resources - Integrated marketing communications - Advertising decisions - New product launch and positioning
Key Take-Away	: <ul style="list-style-type: none"> - Gain a clear, in-depth understanding of core marketing concepts, and identify the essential elements of a strong marketing plan. - Develop a thorough understanding of your customers and what motivates their behaviour. - Understand the value of your brand and how to build and develop that value. - Learn to use quantitative analysis to make – and support – your marketing decisions. - Increase your effectiveness in working with your marketing team

