

Fundamentals of Marketing Management

Duration: 8 Half Days

Course Description:

Social media and Digital Marketing are hot topics today, but a solid grounding in the fundamental principles of Marketing Management is even more critical for modern marketers to be successful in a rapidly changing world. While the methods and tools of marketing may change, understanding the underlying consumer behavior that drives the purchase decisions remains to be the key to success. A clear and a good understanding of the customer journey mapping process, which is a visual story of your customers' interactions with your brand, is a critical skill for any marketer to be successful in a highly competitive digital world. This exercise helps businesses step into their customer's shoes and see their company and brand image from the customer's perspective and develop the appropriate strategies based on those insights. The course will provide the participants with an understanding of various Marketing principles, concepts, tools, and their application in concrete business situations. It will create an appreciation of the value of Marketing in the competitive marketplace and provide participants a framework for management decision making and strategy development. The focus of the course will be the timeless 4 Ps of Marketing, which provides the fundamentals needed to tackle current marketing issues, regardless of what technological breakthroughs may happen in the future.

Target Audience:

The program is intended for those new marketing professionals or those who need a solid knowledge of the fundamentals of marketing management:

- Employees who have moved into a Marketing role or have been assigned with marketing responsibilities.
- Sales professionals with additional Marketing responsibilities
- Business owners, Senior business managers, and Finance professionals who would like to understand customer buying behaviors better, including buying decision process.
- Startup entrepreneurs who need to develop a marketing plan for their innovation business

Objectives:

- Have an appreciation of the importance of being market-focused and customer-driven in a competitive business environment.
- Apply marketing theories, principles, and concepts in real world situations
- Develop and implement marketing plans involving product development, distribution strategy and advertising and promotions.
- Increase the competencies and skills of marketers in a highly competitive digital world

Course Outlines:

- Overview of Marketing Management
- Consumer Behavior and the Buying Decision Process
- Market Segmentation
- Understanding Marketing Research Reports
- Creating Positioning Statements
- Evaluating Advertising
- Demand Forecasting
- Distribution Strategy
- New Product Development Process
- Implications of Online and Digital Tools

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