

# The Marketing Blueprint: From Product Knowledge to Purchase

Sales, Marketing & Customer Care



9019



In-Class



8 hours

## Course Description:

After developing what we believe to be the best product or service, the next challenge is capturing the attention of potential customers. To truly stand out in a crowded marketplace, it's essential to introduce offerings in ways that are both impactful and distinctive. This calls for a strong focus on marketing and its foundational principles. At the heart of every successful organization lies marketing, and at the center of marketing is the consumer. Without consumer demand, there can be no sales. Understanding the fundamentals of the market and learning how to build and sustain a competitive advantage are, therefore, critical to long-term success.

## Target Audience:

Marketing Professionals

## Course Objectives:

**By the end of the course, participants will be able to:**

- Identify the difference between traditional and contemporary marketing
- Describe marketing as a coordinated and integrated effort of all the departments and functions of the organization.
- Apply the skills required to gain a competitive edge in today's constantly changing environment.
- Explain the internal and external environments that impact product or service quality.
- Interpret data, information, and evidence to make marketing decisions.
- Recognize effective strategies for conflict management among departments.
- Demonstrate improved marketing vocabulary relevant to participants in other departments.
- Discuss the ethical issues in marketing

## Course Outline:

### Module One: What is Marketing?

- What is a Market?
- Marketing is Not Selling

- Understanding Customer Needs
- Defining Your Product or Service

### Module Two: Common Marketing Types

- Direct Marketing
- Active Marketing
- Incoming Marketing
- Outgoing Marketing
- Guerrilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing

### Module Three: The Marketing Mix

- Product
- Price
- Promotion
- Place

### Module Four: Communicating the Right Way

- The Marketing Pitch
- Sell Value, Not Price
- Fun and Entertaining is Powerful
- Choosing the Right Media

### Module Five: Customer Communications

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly

### Module Six: Marketing Goals

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate

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## Module Seven: The Marketing Funnel

- Awareness
- Interest
- Desire
- Action

## Module Eight: Marketing Mistakes

- Not Taking Social Media Seriously
- Not Having a USP
- Cross-Cultural and International Translations
- Not Building a Relationship
- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers

## Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

## Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

## Course Language:

English Material  
Bilingual Explanation

## Prerequisites:

N/A