



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Principles of Marketing

ACCREDITED BY



A Partnership for Quality

Customer Growth & Experience Excellence



287-P26-CE



In-Class



14 hours

Course Description:

This course is designed to help you transition from thinking like a consumer to thinking more like a marketer. It takes a step-by-step approach to clearly outline the whole marketing process from marketing research to putting together a marketing strategy and a marketing plan. Fundamental marketing concepts will be clearly explained through discussions, examples, and activities. In this program, we will also explore the dramatic changes in marketing due to the new advancements in technology, social media, and the internet.

Target Audience:

Marketing Professionals.

Course Objectives:

- Explain the meaning of marketing and discuss the difference between Marketing and selling.
- Discuss the importance of marketing research.
- Explain how to set a marketing strategy
- Demonstrate the importance of setting a marketing plan
- Discuss how to market in a connected world

Course Outline:

Module 1: Marketing Primer

- What is marketing?
- Marketing Vs Selling
- Key marketing concepts
- The new marketing realities

Module 2: The Marketing Research

- Why is marketing research important?
- Problem identification and problem-solving research.
- Types of research data.
- Putting together a research brief and preparing to commission research

Module 3: The Marketing Strategy

- Defining the Mission
- External influences / PESTLE analysis
- SWOT analysis – Strengths, Weaknesses, Opportunities, and Threats
- Setting marketing objectives
- The marketing strategy and marketing mix (4P's)

Module 4: The Marketing Plan

- Why is a marketing plan necessary?
- Contents of a marketing plan
- Implementation – making the marketing plan work
- Marketing plan evaluation and control

Module 5: Marketing in a connected world

- Major changes in today's connected marketplace
- The power of the "F" Factor (Friends, Family, Facebook, Fans, Followers)
- Connectivity as the gamechanger of marketing
- From traditional to digital marketing

Assessment Strategy

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

Course completion will grant participants:

1.1 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None