



# MARKETING, PR AND MEDIA

## OM1 INTRODUCTION TO MARKETING

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In today's competitive market place, the role of marketing is becoming more vital for the success of the overall business and its achievements. This course will provide delegates with essential marketing skills needed to maximise business opportunities.

It will enable them to write and implement a marketing plan within the context of the organisation's strategy and culture, helping to grow the business and improve profitability.

### SKILLS ATTAINED

- ✓ Understand modern marketing techniques and approaches
- ✓ Identifying organisation's marketing objectives
- ✓ Analyse findings of market research
- ✓ Create and contribute to the overall marketing strategy
- ✓ Understand buyer behaviour
- ✓ Identify the most effective marketing communication for stakeholders and customers
- ✓ Understand digital marketing
- ✓ Understand how to measure digital marketing effectiveness and make necessary improvements
- ✓ Understand the value of social media

### COURSE INFORMATION

 5 Training Days

 Online: £1925 (\$2500)

 At the end of the programme, an achievement certificate will be awarded on the basis of active participation and full time attendance. No examination required.

 06 - 10 Sep 20 (Online)  
17 - 21 Jan 21 (Online)

 Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

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### COURSE PROFILE

#### Marketing principles

- ✓ An introduction to the core principles of marketing
- ✓ Understanding the concept of marketing
- ✓ Differentiating your product
- ✓ The process of market segmentation

#### Understanding the market

- ✓ Market dynamics and the effects of supply and demand
- ✓ Identifying buyer behaviour and its impact on decision making
- ✓ Choosing your market research methods

#### Marketing planning

- ✓ Performing a market analysis
- ✓ Setting market objectives
- ✓ Creating effective market strategies

#### Digital Marketing - modern Media

- ✓ Paid media and promoting content
- ✓ Owned media and controlling your brand
- ✓ Earned media and the importance of SEO

#### Digital Marketing - lead Generation

- ✓ Routes to market and selling your product
- ✓ Digital marketing hubs and integrating your approach
- ✓ Modern metrics and measuring effectiveness

### WHO SHOULD ATTEND

This challenging course is designed for all those associated with marketing strategy formulation and personnel with responsibility for marketing and customer service functions. Also for those aspiring to become active in an organisation's marketing role.

### COURSE BOOKING

 +44 (0) 207 724 6007

 training@lmcuk.com

 www.lmcuk.com

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"I had a good experience at LMC, you have excellent staff and trainers, keep up the good work!"

Hussain Al-Jedi  
KNPC, Kuwait