



SALES AND MARKETING

CM9 MARKETING FUNDAMENTALS

Whether you're new to marketing, or looking to enhance your skills and understanding in order to further your career, this programme will be of great value. It will provide a strong foundation to the key areas of marketing, providing skills and insight which will help to grow the business and improve profitability. It will also highlight the growing importance of marketing in the modern organisation.

SKILLS ATTAINED

- ✓ Understand modern marketing techniques and approaches
- ✓ Identify 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

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 and customers

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


WHO SHOULD ATTEND


This course is designed for leaders, directors, managers, and decision-makers interested in the processes surrounding strategic thinking, planning and implementation.


COURSE INFORMATION

 3 Training Days


 01-03 Apr 19 (London)
29-31 Jul 19 (London)


 London: £2350 + VAT
Dubai: \$3000

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

 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.

COURSE BOOKING

 +44 (0) 207 724 6007

 training@lmcuk.com

 www.lmcuk.com

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