



SALES AND MARKETING

MK1 THE MARKETING PRIMER

Page 1


This course will develop delegate's understanding of the roots of contemporary marketing and their application in the modern business environment.


Whether delegates are currently working in a marketing role, moving into this area, or work in roles which have regular interaction and dependence on marketing, this course will allow you to understand how marketing functions, while allowing you to discuss current marketing practice knowledgeably.


SKILLS ATTAINED

- ✓ Understand modern marketing techniques and approaches
- ✓ Understand how marketing is used to stimulate revenues
- ✓ Apply traditional marketing approaches in a modern context
- ✓ Work with current marketing media to deliver marketing communications
- ✓ Improve the delivery of tactical marketing initiatives


COURSE INFORMATION

 5 Training Days

 London: £3600 + VAT

 Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.


14-18 Jan 19 (London)
10-14 Jun 19 (London)
18-22 Aug 19 (Dubai)
04-08 Nov 19 (London)

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

[RESERVE A PLACE](#)



SALES AND MARKETING

MK1 THE MARKETING PRIMER

Page 2

COURSE PROFILE

The Marketing Context

- ✓ Understanding the Scope of Marketing
- ✓ The Roots of Contemporary Marketing
- ✓ The Role of the CMO and the Marketing Function
- ✓ Working with External Agencies
- ✓ Modern Application of the 4Ps via the 4Es, and SAVE

Product Management

- ✓ Classifying Products and Services
- ✓ Managing the Product Portfolio
- ✓ Planning the Product Launch
- ✓ Navigating the Product Life Cycle
- ✓ Bundling Products and Services

Channel Choices

- ✓ Routes to Market
- ✓ Working with Wholesalers and Distributors
- ✓ Understanding B2B Resellers and B2C Retailers
- ✓ Creating Effective Direct Mail and Working with Catalogues
- ✓ Utilising eCommerce Sales Platforms

Pricing Decisions

- ✓ Applying Competitive Pricing
- ✓ The Pocket Price Waterfall
- ✓ Pricing your Product Portfolio
- ✓ Using the Experience Curve to Help Determine Price
- ✓ Psychological Pricing Policies


Communications Media


- ✓ Creating Effective Marketing Communications
- ✓ Understanding Paid Media, Owned Media and Earned Media
- ✓ The Effective use of Different Media Types
- ✓ The Message Media Matrix

WHO SHOULD ATTEND

This practical course is intended for managers or specialists who already work in marketing and require a solid overview of modern marketing practice. The course will also benefit those who are moving to a marketing role from another business area or performing in roles which regularly interact with the marketing function.

COURSE BOOKING

 +44 (0) 207 724 6007

 training@lmcuk.com

 www.lmcuk.com

[RESERVE A PLACE](#)

“LMC is the best training provider for external courses. The staff are so friendly, thank you all for everything.”

Woroud Behbehani
KOTC, Kuwait