

Professional Tools for Junior Marketers

Fundamentals of Marketing: *Your Action Plan for Success*

Navigating the Marketing Function

- Definition of Marketing
- Role of Marketing
- Principles of Marketing
- The Marketing Mix

Successful Product Management

- Definition of the Product
- Essentials of Product Planning
- The Product Development Process
- Product Life Cycle and Strategies

Pricing Decisions for Distinguished Results

- Overview of Factors Affecting Pricing Decisions
- Stages for Establishing Prices
- Pricing Techniques

Managing Integrated Marketing Communication (IMC)

- Definition of IMC
- The Communication Process
- Principles of Communication
- Developing Effective Communication
- Deciding on the Marketing Communication Mix (Advertising, Sales Promotion and Public Relations)
- Measuring the Effectiveness

Creative Advertising for Results

- Developing and Managing Advertising Program
- Deciding on Media and Measuring Effectiveness

Strategic Marketing Planning for Breakthrough Strategies

- Overview of Strategy and Planning
- The Marketing Mission
- The Business Situation Analysis
- Considering Strategic Alternatives
- Developing the Marketing Plan

Duration

- 6 days training from 9:00 a.m. till 5:00 p.m.
- 48 hours training



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