

Marketing courses

INTRODUCTION TO MARKETING

IMPROVE YOUR STRATEGY MARKET

WWW.BIZLEADER.EDU.VN

BizLeader Business School

OVERVIEW

Marketing Essentials: Navigating the World of Market Influence



Welcome to "**Introduction to Marketing**," the gateway to mastering the art of business engagement in the modern marketplace. This course is designed as a journey through the core concepts and strategies that underpin successful marketing. We will explore the fundamentals of branding, audience analysis, product positioning, and the development of comprehensive marketing plans. By engaging with case studies and real-world examples, you will learn how to navigate the dynamic and ever-evolving world of marketing. By the end of this course, you will have the tools to craft impactful campaigns and the insight to drive consumer interest in an increasingly competitive environment. Join us in laying the foundation for your marketing expertise.

Skills you'll gain

Marketing Marketing Strategy Positioning (Marketing) Customer Satisfaction

Training course materials package

PowerPoint Slides Trainer's Manual Exercises and Activities Certificate of Attendance eBooks

Build your subject-matter expertise

This course is part of the Business Foundations Specialization

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate


Assessments


- 9 quizzes
- 1 Final Project Essay

Details to know

- 20 hours (approximately)
 - Flexible schedule
- Learn at your own pace*

Contact now!

 098-300-9285

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COURSE MODULE STRUCTURE

1

WHAT IS MARKETING?

- Definition of marketing
- Importance of marketing

2

EVOLUTION OF MARKETING

- Traditional marketing methods
- Digital Marketing methods

3

MARKETING MIX

- The 4Ps: Product, Price, Place, and promotion
- Extended marketing mix: People, Process, and physical evidence

4

TARGET MARKET AND SEGMENTATION

- Identifying the target market
- Market segmentation strategies

5

CONSUMER BEHAVIOR

- Understanding consumer needs and wants
- Factors influencing consumer behavior

6

MARKETING RESEARCH

- Importance of market research
- Methods of conducting market research

7

MARKETING STRATEGIES

- Different marketing strategies
- Developing a marketing plan

8

ETHICAL AND SOCIAL RESPONSIBILITIES

- Ethical considerations in marketing
- Social responsibility of marketers

9

FUTURE TRENDS IN MARKETING


- Emerging trends in marketing
- Impact of technology on marketing


10

CONCLUSION

- Recap of key points
- Importance of marketing in business

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