

Marketing courses

MARKETING MIX IMPLEMENTATION

IMPROVE YOUR STRATEGY AND MARKET

WWW.BIZLEADER.EDU.VN

BizLeader Business School

OVERVIEW

Mastering the 4Ps: Strategies for Effective Marketing Mix Implementation



Dive into the core of strategic marketing with our "**Marketing Mix Implementation**" course. Throughout this program, you'll become fluent in the critical components of the marketing mix—product, price, place, and promotion. We will transform these concepts from theory into real-world applications, empowering you to craft and execute a cohesive marketing strategy tailored to your target market. You'll learn how to balance these elements to meet customer needs, drive demand, and maximize your brand's competitive advantage. Whether you're refining an existing product's strategy or launching a new offering, this course is your blueprint for marketing success.

Skills you'll gain

Marketing Strategy Formulation

Market Analysis and Application

Cross-functional Coordination

Pricing Strategy & Financial Acumen

Integrated Marketing Communications

Training course materials package

High-Quality Videos

Trainer's Manual

Exercises and Activities

Certificate of Attendance

eBook

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

 admissions@bizleader.edu.vn

 www.bizleader.edu.vn

COURSE MODULE STRUCTURE

1

INTRODUCTION TO MARKETING MIX

- Definition of Marketing Mix
- Components of Marketing Mix (4Ps or 7Ps)



2

PRODUCT

- Product development and management
- Branding and packaging
- Product positioning and differentiation



3

PRICE

- Pricing strategy
- Pricing tactics
- Price adjustment strategies



4

PLACE

- Distribution channels
- Retail strategy
- Logistics and supply chain management



5

PROMOTION

- Advertising and sales promotions
- Public relations and publicity
- Personal selling and direct marketing

6

PEOPLE

- Role of customer service
- Employee training and development
- Customer relationship management



7

PROCESS

- Service delivery process
- Customer experience management
- Quality management



8

PHYSICAL EVIDENCE

- Store layout and design
- Packaging and branding
- Tangible elements of the service experience



9

INTEGRATION OF THE MARKETING MIX

- Coordinating the 4Ps or 7Ps for a cohesive strategy
- Aligning the marketing mix with overall business objectives





10

CONCLUSION

- Importance of effective marketing mix implementation
- Future trends and considerations in marketing mix implementation

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