

The Fundamentals of Marketing

A powerful **3 Day Course** that delivers all the essentials for a break-out marketing career



"Marketing is no longer about the stuff that you make, but about the stories you tell."

– Seth Godin

"Great course really enjoyed it. Definitely be seeing ISM soon."

- Ravan Cony, Spinney's



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*Advance your career...
achieve your goals*

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ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

Fundamentals of Marketing Introduction

This Masterclass is aimed at those individuals who are destined for senior Marketing, Sales or General Management positions within their organisation. The seminar will pull together the product, pricing, promotion, positioning and distribution channels into a business-building marketing mix and a strategic marketing plan.

This comprehensive training course addresses the critical issues faced by every marketer when the company looks to you to combine the objectives of the organisation with the needs and opportunities in the marketplace.

Purpose of this course

The purpose of this course is to provide the delegate with a comprehensive understanding of marketing.

Marketing is a strategic part of every business and you will learn how to know your market ,bring new products/services to the market and develop your market.

"Our jobs as marketers are to understand how the customer wants to buy and help them do so."

– Bryan Eisenberg

On successful completion of the course attendees will be able to:-

- Understand the importance of marketing in an organisation.
- Define marketing in the larger context of the business environment.
- Understand the marketing mix basics using marketing's 4 P's.
- Understand the habits and motivations of the consumer as it relates to marketing.

Key areas covered

01 ▶ Understanding the relationship between a marketing plan and an organisation's business plan.

02 ▶ Using SWOT analyses and translating data into strategic options.

03 ▶ Analyzing and determining target markets and related strategies.

05 ▶ Understanding product life cycle and how it affects the development of new products.

07 ▶ Pricing strategies, objectives and Gap analysis.

09 ▶ Why segment? Using the positioning statement as a key segmentation tool.

11 ▶ Marketing Communication and the critical relationship between advertising and life cycle.

12 ▶ How to use agencies, copy strategy and budgeting for effective output.

04 ▶ Setting marketing objectives and writing the strategy and action plans.

06 ▶ Extending product life cycle by using relative market share and business analysis.

08 ▶ Discerning the impact of a price increase.

10 ▶ Characteristics of segments, & using positioning to gain a truly sustainable competitive advantage.

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Who should attend?

Marketers with less than three years of experience in marketing, as well as product, brand and advertising managers, business professionals and executives who need to understand the importance of marketing's role in generating profits and a framework to think like a world-class marketer.

Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



Course Leader: Bill Levell

"Very good group, the instructors' style and his authenticity were excellent. "

- Tony Gurr, IAT

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.). Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation, he has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 15 years.

COURSE REGISTRATION FORM

The Fundamentals of Marketing



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Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

01 CHOOSE YOUR PACKAGE

1 Delegate: 6,800 Dhs

2 Delegate: 12,920 Dhs

3 Delegate: 18,360 Dhs

4 Delegate: 21,760 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

04 INVOICE CONTACT AND PAYMENT - If different from above

Note: Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999
to receive your confirmation and delegate pack.



ISM Training, 15th Floor, Al Shafar Tower, Tecom, Dubai
Tel: +971 (0) 44573814 Email: info@ismdubai.com url: www.ismdubai.com