

# Aster Training

*Aster Interim Solutions Limited*

## Introduction to Marketing Training Course

**Price:** £325.00

### Course Overview

Are you new to Marketing? Would you benefit from an Introduction to Marketing training course? This one day marketing training course is ideally suited to individuals starting out in sales and marketing in either the B2B or FMCG sectors. Whether you are a sole proprietor, work for an SME or a multi-national, this course has been designed to give you an overview of the marketing tools, techniques and strategies that can add value to your business.

### What you will learn

At the conclusion of the course each delegate will be able to appreciate:-

- How to write a marketing plan
- The importance of understanding the marketing mix
- What factors are important to buyers
- The various methods of company & product promotion
- How to target potential buyers
- How to write 'call to action' sales literature designed to 'hook' buyers

### Course Content

The Introduction to Marketing Training Course covers the following topics:-

- Introduction to Marketing

- Definitions:- Marketing Strategy
- The basics of a marketing plan
- Buyer Psychology & behaviour
- The Marketing Mix
- The Marketing Management Process
- Market Research - Primary & Secondary
- Market Segmentation
- Product Planning - Lifecycle analysis
- Product Offerings
- New Product Development Process
- Market Share/Growth Model
- Brand Positioning
- Company Promotion
- Making the Internet work for you - Web-site Marketing, Search Engine Optimisation
- Trade Shows, Journals and Associations Networking
- Customer Relationship Management (CRM)
- Learn how to write 'Call to Action' sales literature

The course focuses on the practical aspects of marketing strategy via a series of interactive tasks and role plays. At the end of the training course each delegate should be able to prepare a structured marketing plan based on the needs of their own business.

Courses are limited to a maximum of twelve delegates. Course costs cover the training session, a comprehensive set of course notes, lunch and refreshments.

This is a non-residential training course. This course can be delivered in-house if required. For further information contact Aster Training on **01296 720281** for a Free Consultation to discuss your training requirements.

Cost is exclusive of VAT which is chargeable at the current rate. Prices are correct at the time of publishing, but may be varied in line with market conditions from time to time.

[Vendor Information](#)