

MARKETING FOR NON-MARKETERS

Marketing for Non-Marketers" course is to empower individuals with a foundational understanding of marketing principles, enabling them to contribute effectively to marketing-related discussions, collaborate with marketing teams, and make informed decisions that align with organizational objectives, Our programmes have been designed to be accessible to both professionals who want to gain new and advanced knowledge, and those who are new to the marketing industry and need a solid foundation.



COURSE OBJECTIVES:

After course you should be able to :

- Understanding Marketing Basics
- Customer Focus
- Identify market segments
- Marketing Communication
- Market Research
- Develop a marketing plan
- Understanding Competition

COURSE OUTLINES :

- Introduction to Marketing
- Marketing Strategy
- Marketplace & Consumers
- Marketing Information
- Segmentation
- Consumer Buyer Behavior
- Products , Services & Branding
- Communication & Advertising
- Marketing Plan

COURSE DURATION : 3 Days , 6 Hours /day