

Seminar Schematic

for



Essential Marketing M100-C-1

by



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Seminar Aims

This seminar is designed to:

- Help delegates understand the importance of marketing to a business.
- Help delegates grasp the marketing fundamentals to successfully promote their business.
- Provide a firm foundation upon which delegates can begin to market their business to existing and new customers that grows their revenues.

Seminar Objectives

By the end of this seminar, using any support materials available, delegates will be able to:

- Define the key difference between marketing and sales.
- Explain how branding and values affect business success.
- Be able to set SMART business objectives.
- Explain the marketers' model for understanding how to position products and services to potential customers.
- Use SWOT and customer analysis tools.

Target Audience

- Individuals with no experience of marketing and new to the role.
- Business owners or executive who have responsibility for marketing their business.
- Marketing and Sales teams with a need to establish a common understanding of marketing techniques and methods.

Pre-requisites

None.

Duration

1 day.

Number of participants

A maximum of 10 and a minimum of 4 per seminar event.

Seminar Outline

This seminar provides a practical understanding of marketing and how it can be applied within a business to attract and grow revenues from existing and new customers. The seminar provides analysis tools which delegates can use immediately in their daily work that will increase profit for their business. The seminar consists of a mix of theory and practice designed to help participants grow in confidence and application of newly learned skills.

Timetable

The seminar is designed to run on a normal work day basis, ie 8 hours from 09:00am.