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Learning outcomes

- Define and assess the role of marketing activity in your organisation

- Develop a

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customer focus
based on customer
needs rather than
business features

- Use a series of template forms to produce a marketing audit
- Use the marketing audits to create a competitive edge
- Use a ...

~~The Practical Guide~~

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Part 1: Modern

Marketing 1. The field of marketing 2.

The marketing environment 3.

Gathering marketing information

Part 2:

Understanding

Markets 4. Market segmentation,

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targeting and
positioning 5.

Understanding the
consumer market 6.

Understanding the
business market

Appendix A:

International

Markets Part 3:

The Marketing Mix

7.

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Marketing, focuses
on all the essential
elements to
successfully
achieve these
needed sales and
revenues:

identifying and
selecting the
market, determining
the consumer needs
cost effectively,

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Practical Approach
executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan.

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