

MARKETING FUNDAMENTALS

A course designed for non-marketing managers, incorporating the latest thinking in strategic marketing explained in straightforward, non- jargon language. Marketing should be an organisation-wide activity, meaning that every manager needs an appreciation of the marketing perspective.

Topics include:

- The marketing concept – the fundamentals of business
- Understanding customers and the values they seek
- The competitive environment and competitive strategy
- The four Ps of marketing and more
- Branding demystified – and its value to the bottom-line
- Making marketing accountable