

# An Introduction to Marketing

This programme has been designed for managers, whose role involves the marketing, selling or promoting of a product or service.

It is suitable for anyone who is new to marketing, as for those who are already in a marketing role and would welcome a refresher in some of the underpinning principles.

## Programme objectives

By the end of this programme, delegates will be able to:

1. Explain what marketing is and the benefits of marketing a service/product
2. Describe the features and benefits of their products or services
3. Explain the importance of the 4 P's (product, place, promotion, price) within the context of marketing
4. Describe the different types of market research
5. Use different forms of promotional activity, including social media, within a marketing plan.

## Further information

The programme is highly participative and is built around the service/product that delegates are seeking to market. At the end of the day, participants will leave with some solid plans for implementing a marketing strategy.

**Duration:** Half day overview or one day comprehensive programme