



**Business Training Experts**

## Developing Marketing Strategy

### Programme Overview

- Identify and understand the principles of marketing.
- Identify customers and understand their individual needs.
- Define customers by segment.
- Identifying and developing an effective marketing strategy.
- Identify and understand marketing tools.
- Understand the difference between publicity, PR and advertising and the impact of them on your business.

### Programme Outline

- Principles of Marketing
- Identifying Customer Needs
- Defining Customers By Segment
- Marketing Strategies for Maximum Impact
- Effective Marketing Communications
- Sales, Promotion and Materials
- Publicity, PR and Advertising.

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