



Business Training Experts

Fundamental Marketing Skills

Programme Overview

- Develop your marketing skills.
- Conduct a marketing audit on a business.
- Increase your awareness of modern management, marketing and sales activities to enhance sustainable (bottom-line) performance.
- Develop a strategic marketing plan for the business so as to better meet the challenges of a fast changing trading environment.
- Foster innovation and creativity within your business and effectively manage this process.
- Instigate and manage change within a business.

Programme Outline

Current Performance Analysis

- Understand and select appropriate diagnostic tools
- Understand the “Business Growth” planning process
- Undertaking a marketing review
- Creating Competitive Advantage

Marketing & The Bottom Line

- Understand the Cost of Marketing
- Understand Value & Return On Investment
- Understand Key Performance Indicators
- Setting A Marketing Budget

Optimum Results Ltd
The Business Centre,
Blackthorn Business Park
Coe's Road
Dundalk
Co Louth

Tel: +353 42 9333033
Email: info@optimumresults.ie
Web: www.optimumresults.ie

