

Marketing and Sales - A Primer

Course Outline



A small marketing budget doesn't mean you can't meet your goals and business objectives. You just have to be more creative in your marketing tactics. This course will show you how to get maximum exposure at minimum cost. You will learn effective, low-cost, and non-cost strategies to improve sales, develop your company's image, and build your bottom line.

This one-day course will teach participants:

- What we mean by the term "marketing."
- How to use low-cost publicity to get your name known.
- How to develop a marketing plan and a marketing campaign.
- How to use time rather than money to market the company effectively.
- How to perform a SWOT analysis.

Course Overview

Participants will spend this session getting to know the course objectives and will also have an opportunity to identify their own personal learning objectives.

Pre-Assignment Review

To begin, participants will review their pre-assignment in small groups.

Defining Marketing

Next, participants will explore the definition of marketing and other key terms.

Recognising Trends

This session will focus on how to determine whether an idea is a trend or a fad.

Market Research

Participants will learn about primary and secondary research and the benefits and drawbacks of both methods.

Strategies for Success

Next, participants will look at 90 marketing strategies. They will identify what they are currently doing and what they could be doing to make their marketing more successful.

Mission Statements

The first half of the course will conclude with a discussion on mission statements.

Brochures

During this session, participants will critique brochures and develop some guidelines to take back to the office.

Trade Shows

Participants will work in small groups to develop a checklist of activities to do before, during, and after a trade show.

Developing a Marketing Plan

Next, participants will learn about the six P's of a good marketing plan. They will also explore how to do a SWOT analysis and how to market on a small budget.

Increasing Business

This session will share a formula for increasing sales

Saying No to New Business

Participants will read an article on why and when they should say no to a customer

Advertising Myths

Next, participants will explore some advertising myths.

