

# The Principles of Marketing

All businesses perform marketing to exchange their goods and services. However the degree of planning and control exercised varies tremendously. Marketing principles are only as good as the people who apply them. Therefore this course will help delegates understand exactly what marketing is, and develop approaches to create and develop a profitable customer base. The workshop is designed to:



- Define marketing
- Understand the terminology
- Examine the principles of marketing
- Apply these principles to your own business
- Create and develop profitable relationships with your customer base

## Who Will Benefit?

Anyone involved or interested in marketing. No prior marketing knowledge is required

## Course Outline

- What is marketing?
- What does the terminology mean?
- Introduction to the principles of marketing
- The difference between product-centred, market-centred and customer-centred marketing
- The marketing plan
- How to interpret your customers needs and behaviours
- The marketing mix
- Meeting customer's needs
- The difference between consumer and business marketing
- Create a marketing action plan

## Duration

1 Day



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