

Marketing Essentials

<p>History, Definition & Concept of Marketing</p> <ul style="list-style-type: none"> • History of Marketing • Constant Change in Marketing • Widespread Adoption of Marketing • Lack of Marketing Excellence • Lay Definitions of Marketing • Professional Marketer's Definitions • Marketing: Art or Science? • Research Needs & Wants • Exchange • Lifetime Relationships • Competitive Markets 		<p>Segmentation, Positioning and the Marketing Mix</p> <ul style="list-style-type: none"> • What is Segmentation? • Why Segment? • How to Segment • How to Target • What is the Market? • What is Positioning? • How to Position? • What is the Marketing Mix? • Different Approaches • Mixing the Mix • The Ever Changing Mix 	
<p>Marketing Planning</p> <ul style="list-style-type: none"> • Why Plan? • Corporate V Marketing Planning • Resources Required: 3M's • Outline Plan • Situation Analysis • Objectives • Strategy • Tactics • Action • Control • SOSTAC in the Real World 	<p>Buyer Behaviour</p> <ul style="list-style-type: none"> • Introduction to Consumer Behaviour • Types of Consumer Buying Situation • Consumer Buying Process • Major Factors of Influence • Social & Cultural Factors • Psychological Factors • Personal Factors • Introduction to Organisational Buyer Behaviour • Types of Organisational Buying • Organisational Buying Process • Major Factors of Influence 	<p>Marketing Research</p> <ul style="list-style-type: none"> • Information needs & Decision Making • Marketing Information System • Roles/Types of Market Research • Marketing Research Process • Secondary Research: Internal Sources • Secondary Research: External Sources • Primary Research: Qualitative Methods • Primary Research: Quantitative Methods • Consumer Marketing Research Applications • Industrial Marketing Research • Applications of I.T • Low Tech Common Sense 	
<p>Product Decisions</p> <ul style="list-style-type: none"> • What is a Product? • Product Quality • Product and the Marketing Mix • Product Lines & Product Mixes • Product Portfolio • NPD Process • Diffusion of Innovations • Product Life Cycle • Product Design • Packaging Design • Product Design Research • Pack Design Research 	<p>Service Decisions</p> <ul style="list-style-type: none"> • Growth & Importance of Services • Characteristics of Services • Classification of Services • Quality of Services • The Extended Mix • People • Physical Evidence • Processes • Service Mix Portfolio • Distributing Services • Communicating Services • Pricing a Service 	<p>Pricing Decisions</p> <ul style="list-style-type: none"> • Price and the Marketing Mix • Pricing Objectives • Pricing Strategies • Multiple Factors Affect Prices • The Three Cs • Costs • Competition • Customers • Cost Orientated Approach • Market Orientated Approach • Systematic Approach • Pricing Problems 	
<p>Distribution Decisions</p> <ul style="list-style-type: none"> • Importance of Distribution • Types of Distribution • Physical Distribution/Logistics • Distribution Strategies • Distributors • Retailers • Sales Force • Direct Marketing • Selecting Distribution Channels • Selecting Channel Members • Controlling Channel Members • Motivating Channel Members 		<p>Integrated Marketing Communications</p> <ul style="list-style-type: none"> • What is IMC? • Benefits of IMC • Barriers to IMC • Communications Theory • Tools • 2-D Tools • 3-D Tools • 4-D Tools • 5-D Tools • M-D Tools • Golden Rules • IMC in the Real World 	

Internet/e-Marketing

<p>Introduction to eMarketing</p> <ul style="list-style-type: none"> • Introduction • The Weird Wired World • eCommerce, eBusiness & eMarketing • Sloppy eMarketing • eMarketing Benefits: 5's • Benefit: Sell • Benefit: Serve • Benefit: Speak • Benefit: Save • Benefit: Sizzle 		<p>ReMix</p> <ul style="list-style-type: none"> • Introduction • The Marketing Mix • Beyond the Mix • Product • Price • Place • Promotion • People • Processes • Physical Evidence 		<p>eModels</p> <ul style="list-style-type: none"> • New Models Required • Value Chains & Networks • Production Models • eProcurement Models • Distribution Models • Communications Models • Customer Buying Models • Information Processing Models • Loyalty Models 				
<p>eCustomers</p> <ul style="list-style-type: none"> • Introduction • Motivations • Expectations • Fears and Phobias • The Online Buying Process • Online Information Processing • Online Relationships & Loyalty • Communities • Customer Profiles • Research • Post-PC Customer 		<p>eTools</p> <ul style="list-style-type: none"> • Introduction • Interactive TV • Interactive Radio • Mobile Devices • Interactive Kiosks • CD Cards • Miscellaneous Tools • Re-purposing • eTool Convergence • Integrated Campaigns 		<p>Web Site Design</p> <ul style="list-style-type: none"> • Web Site Design Objectives • Integrated Design • Value Proposition • Customer Orientation • Personalisation • Aesthetics • Page Design • Copywriting • Navigation & Structure • Interaction 		<p>Web Site Traffic</p> <ul style="list-style-type: none"> • Traffic Generation • Search Engines • Portals • Links • Banner Ads • Opt-in Email • Viral Marketing • Offline Promotion • Control • Traffic Plans 		
<p>eCRM</p> <ul style="list-style-type: none"> • Introduction • Relationship Marketing • Database Marketing • eCRM • Profiling • Personalisation • Incoming Emails • Cleaning the Database • Making it happen • Control Issues 			<p>eBusiness</p> <ul style="list-style-type: none"> • Introduction • eBusiness Architecture • eBusiness Framework • Buy-Side Applications • Inside Applications • Sell-Side Applications • Becoming an eBusiness • eBusiness Security • eBusiness Success Criteria • Why Do Dot Coms Bomb? 			<p>ePlan</p> <ul style="list-style-type: none"> • Introduction • Situation Analysis • Objectives • Strategy • Tactics: the details of strategy • Actions: implementing the tactics • Control: measure and review what we did • Resources 		

Further Marketing and Business

<p>Marketing Audits</p> <ul style="list-style-type: none"> • Marketing Audit (repeat) • Organisational Audit • Environmental Audit • Internet Technology Audit • Internet Audit Impact on Planning 	<p>Marketing Review</p> <ul style="list-style-type: none"> • Marketing Concept • Marketing Concept Online • Marketing Audit • Marketing Processes • International Markets
<p>Market Research</p> <ul style="list-style-type: none"> • Types of Market Research • Researching Different Markets • Reliability of Research • Online Market Research • The Marketing Research Process - Purpose • The Marketing Research Process – How the Internet helps • The Marketing Research Process – Example applications • The Marketing Research Process – Success factors and problems 	<p>Marketing Communications</p> <ul style="list-style-type: none"> • Role of Communications • The Scope of Direct Marketing • Assess the growth of Direct Marketing • Direct Marketing Techniques • Advertising Media Characteristics • Advertising Regulations • Selling Price • Market Exposure – Purpose • Market Exposure - How the Internet helps • Market Exposure – Example applications • Market Exposure – Success Factors
<p>Direct Marketing</p> <ul style="list-style-type: none"> • Direct Marketing Techniques (repeat) • The Scope of Direct Marketing (repeat) • Assess the growth of Direct Marketing (repeat) • Direct Marketing Techniques (repeat) • Evaluating Direct Marketing • Selling Practice 	<p>Selling</p> <ul style="list-style-type: none"> • Selling Practise (repeat) • Prospect Generation – Purpose • Prospect Generation - How the Internet Helps • Prospect Generation – Example Applications • Prospect Generation – Success Factors • Sales Channel Support – Purpose • Sales Channel Support – How the Internet Helps • Sales Channel Support - Example Applications • Sales Channel Support – Success Factors
<p>Setting Up A Business</p> <ul style="list-style-type: none"> • Type of Organisation • Aims of the organisation • Stakeholders • Business Functions • Finance • Advisers • Management & Team • Financial Forecasting • International Marketing 	<p>Running A Business</p> <ul style="list-style-type: none"> • Product Fulfilment - Purpose • Product Fulfilment – How the Internet Helps • Product Fulfilment – Example Applications • Product Fulfilment – Success Factors • Market and Product Extension - Purpose • Market and Product Extension - Internet • Market and Product Extension - Applications • Market and Product Extension – Online Success Factors

International Business

<p>International Business Environment</p> <ul style="list-style-type: none"> • Importance of International Trade • International Organisations • EU – Origins, Operations & Impact 	<p>International Opportunities</p> <ul style="list-style-type: none"> • International Opportunities • Internet & International Markets
<p>International Challenges</p> <ul style="list-style-type: none"> • Global Marketing Mistakes (avoid these disasters) • Global Complexities (language, literacy, gestures) • Global Reality (a simulation experience) • Laws & Regulations 	<p>Developing International Plans</p> <ul style="list-style-type: none"> • Market Selection & Entry Strategies • International Markets: Information needs • International Product Policy • International Communications • International Pricing • International Distribution • Managing Distributors
<p>The Global Generation</p> <ul style="list-style-type: none"> • Introduction to a New Global Market • The Global Generation • The Global Online Generation • The Global Online Virtual Generation • Global Values • Global Dreams and Fears • Global Lifestyle 	<p>Globalisation of Markets – Gurus</p> <ul style="list-style-type: none"> • Levitt on Global Markets • Ohmae on Global Markets • Kanter on Global Markets • Kotler on Global Markets • Doyle on Global Markets
<p>Doing Business in France</p> <ul style="list-style-type: none"> • Speaking French • Speaking English (to French People) • Cultural Do's and Don'ts • What Went Wrong? • Know The Issues 	<p>Are You Ready?</p> <ul style="list-style-type: none"> • Are you ready to export?