

# Sales And Marketing

## Marketing Basics Course Outline:

### Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Pre-Assignment
- Action Plans

### Module Two: What is Marketing?

- What is a Market?
- Marketing is Not Selling
- Understanding Customer Needs
- Defining Your Product or Service
- Case Study
- Module Two: Review Questions

### Module Three: Common Marketing Types (I)

- Direct Marketing
- Active Marketing
- Incoming Marketing
- Outgoing Marketing
- Case Study
- Module Three: Review Questions

### Module Four: Common Marketing Types (II)

- Guerilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing
- Case Study
- Module Four: Review Questions

### Module Five: The Marketing Mix

- Product
- Price
- Promotion
- Place
- Case Study
- Module Five: Review Questions

### Module Six: Communicating the Right Way

- The Marketing Pitch
- Sell Value Not Price
- Fun and Entertaining is Powerful
- Choosing the Right Media
- Case Study
- Module Six: Review Questions

### Module Seven: Customer Communications

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly
- Case Study
- Module Seven: Review Questions

### Module Eight: Marketing Goals

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate
- Case Study
- Module Eight: Review Questions

## **Module Nine: The Marketing Funnel**

- Awareness
- Interest
- Desire
- Action
- Case Study
- Module Nine: Review Questions

## **Module Ten: Marketing Mistakes (I)**

- Not Taking Social Media Seriously
- Not Having a USP
- Cross Cultural and International Translations
- Not Building a Relationship
- Case Study
- Module Ten: Review Questions

## **Module Eleven: Marketing Mistakes (II)**

- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers
- Case Study
- Module Eleven: Review Questions

## **Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations