



Marketing Strategy: Core Level Programme

This course is for those business leaders who want to develop a broad base of the skills, knowledge and understanding needed to effectively market their business.

It is specifically for leaders at any stage of their business from pre start to growth through to exit planning to help them create or develop a strategy that works for their circumstances.

We explore key principles of marketing, relevant analysis tools, understanding your markets, choosing your marketing channels and developing systems to action plan, review your progress and implement change.

1-day face to face course including planning resources.

This day contains 4 learning outcomes which will support you to:

- Be able to understand the components of a successful marketing strategy
- Be able to design and implement a marketing strategic plan
- Be able to develop personal and professional skills needed to create effective marketing strategy
- Be able to evaluate the impact of marketing decisions and actions on your business

The course includes a mixture of trainer led resources, discussions, self-assessment and break-out sessions to bring the theory to life for you.

Once you have completed the course, you will be able to:

- Understand how strategy could work for your business
- Create and implement your marketing strategic plan
- Apply appropriate techniques to use effectively your own marketing style
- Construct a plan for your team that meets their knowledge, behaviour, skill and development needs that you have identified in your review
- Be able to develop your own decisions over which marketing channels to use
- Evaluate the quality of your own actions to support the delivery of your plans
- Identify your critical customer networks
- Identify future development activities to continually improve your business