GLOBAL TRAINING INSTITUTE

# Core Marketing Skills:
# Building Your Foundation



*GTI - Coordination Office and International Relations (Accredited Programs)*

# Course Description

The Core Marketing Skills: Building Your Foundation training course provides participants with a comprehensive understanding of essential marketing principles, concepts, theories, and tools. Designed for both newcomers and those seeking to refresh their knowledge, this course focuses on key marketing areas, including identifying customer needs, selecting target markets, developing products, and effectively communicating value. Participants will leave with the skills to create impactful marketing plans and demonstrate how these plans contribute to customer and organizational success.

# Who Should Attend

**This course is beneficial for professionals working in marketing, public relations, corporate communications, and sales, particularly those who lack a formal marketing qualification and wish to enhance their skills. It is ideal for:**

- Media relations and community relations professionals
- Digital marketing and advertising specialists
- Event management and corporate communications staff
- Brand managers and investor relations personnel
- Executives seeking to strengthen their marketing knowledge

# Course Objectives

**By the end of this training course, participants will be able to:**

- Explain key marketing concepts and their application within their organization.
- Apply the marketing mix effectively to meet customer needs.
- Analyze factors influencing B2B and B2C customer behavior.
- Understand the customer decision-making process and its impact on marketing strategies.
- Evaluate different communication tools for engaging customers.
- Develop and manage successful marketing campaigns.
- Measure and assess the performance of marketing initiatives.

# Course Content

**Understanding Marketing Principles**

- Core marketing concepts and their relevance to organizational success.
- The role of marketing within different types of organizations.
- The impact of micro and macro environments on marketing strategies.

**The Marketing Mix**

- Application of the 4Ps (Product, Price, Place, Promotion) in practical scenarios.
- Strategies for developing, testing, and launching new products.
- Designing effective pricing and promotional campaigns.

**Customer Insights and Segmentation**

- Identifying and segmenting different types of customers.
- Techniques for targeting and understanding customer needs.
- Measuring customer satisfaction and implementing corrective actions.

**Effective Communication Strategies**

- Developing clear messaging and communication strategies.
- Leveraging digital and traditional communication tools.
- Utilizing social media for enhanced marketing effectiveness.

**Personal Skills for Marketing Professionals**

- Enhancing active listening and effective questioning skills.
- Building rapport and trust with stakeholders.
- Public speaking techniques for impactful presentations.