



# FUNDAMENTALS OF MARKETING

14 - 18 May 2017, Dubai

03 - 07 Dec 2017, Dubai

## INTRODUCTION

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Success in marketing requires understanding a number of fundamental concepts, theories, tools, and techniques. Whether you are new to marketing or need a refresher on the fundamentals, this course provides a clear understanding of marketing principles and best practices. Delegates will learn the components of a marketing plan and how to develop a plan based on specific quantifiable organisational objectives. Some of the important topics for the course include consumer behaviour, market segmentation, target marketing, marketing plans, and social media marketing strategies.

Delegates will walk away from this course with an understanding of the basics of marketing and how to think, talk, and act like a marketing professional. The objectives of this course are to demonstrate the role of marketing in the organisation and to show how an effective marketing plan creates value for customers. Delegates will learn how to develop, implement, and measure a winning marketing strategy using today's tools and platforms.

**This seminar will highlight skills to:**

- Develop a marketing plan utilizing Best Practices to increase profitability
- Improve the effectiveness of marketing communication strategies
- Analyze strategic marketing research to streamline the marketing process
- Effectively integrate social media marketing into traditional marketing plan
- Utilize marketing to build customer loyalty and brand awareness

## OBJECTIVES

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**At the end of this seminar, you will learn to:**

- Differentiate your organisation and brands from your competitors
- Utilize research to measure results of marketing initiatives
- Design, implement and manage an effective marketing plan
- Use the Marketing Mix to increase business opportunities
- Develop marketing strategies to build a competitive market advantage

## TRAINING METHODOLOGY

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This training course encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

## ORGANISATIONAL IMPACT

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**Major benefits to the organisation include:**

- Increased revenue growth through greater market penetration
- Enhanced professionalism and public image
- Greater customer satisfaction and loyalty
- Improved brand awareness in the marketplace
- Alignment of various product marketing and branding initiatives
- Integrated social media and traditional marketing approach

## PERSONAL IMPACT

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**Participants will gain the following significant benefits:**

- Increased confidence in their ability to utilize marketing best practices
- Enhanced problem-solving and critical thinking skills
- Greater job satisfaction and increased productivity
- An appreciation of their role in the marketing process
- Improved active listening, questioning and nonverbal communication skills
- Increased marketing capabilities and career advancement potential

## WHO SHOULD ATTEND?

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This course is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training seminar. This course is suitable to a wide range of professionals, but will greatly benefit:

- Marketing professionals
- Public Relations practitioners
- Marketing managers
- Sales managers
- Brand managers
- Business owners

# SEMINAR OUTLINE

## DAY 1

### Fundamentals of Effective Marketing Communication

- Overcoming communication barriers in the marketing process
- Enhanced active listening and questioning skills
- Individual and group marketing presentation best practices
- Body language: Actions speak louder than words
- Marketing to the four customer buying styles

## DAY 2

### Marketing Plan Fundamentals and Best Practices for Driving Growth

- Understand the relationship between marketing and sales
- Developing an integrated marketing plan
- Marketing budget considerations
- Building and managing your brand
- Marketing with benefits/emotion versus features/logic
- Utilizing the Price/Value marketing formula

## DAY 3

### Marketing Methods, Models, and Theories

- Common marketing mistakes and how to avoid them
- The 7 Ps of the marketing mix
- Product Life Cycle stages
- Using SWOT analysis to identify market expansion opportunities
- Market segmentation, targeting, and positioning strategies
- Steps for planning an effective marketing campaign

## DAY 4

### The Impact of Social Media Marketing

- Benefits of social media marketing
- Social media marketing dos and don'ts
- Developing a social media marketing campaign
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn marketing
- Social media monitoring tools and reputation management
- Measuring social media marketing effectiveness and ROI

## DAY 5

### Listening to the Voice of the Customer

- Who are your customers?
- The benefits of measuring customer satisfaction
- Marketing with customer "touchpoints"
- Developing a Customer Service Satisfaction survey
- Establishing marketing goals to improve customer satisfaction
- Developing your marketing action plan



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Code	Date	Venue	Fees
MK003	14 - 18 May 2017	Dubai - UAE	\$4,500
MK003	03 - 07 Dec 2017	Dubai - UAE	\$4,500

## REGISTRATION DETAILS

LAST NAME: \_\_\_\_\_  
FIRST NAME: \_\_\_\_\_  
DESIGNATION: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
COUNTRY: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
MOBILE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

## AUTHORISATION DETAILS

AUTHORISED BY: \_\_\_\_\_  
DESIGNATION: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
COUNTRY: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
MOBILE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

## PAYMENT DETAILS

- Please invoice my company  
 Cheque payable to GLOMACS  
 Please invoice me

## CERTIFICATION

Successful participants will receive GLOMACS' Certificate of Completion

## 4 WAYS TO REGISTER

Tel: +971 (04) 425 0700  
Fax: +971 (04) 425 0701  
Email: [info@glomacs.ae](mailto:info@glomacs.ae)  
Website: [www.glomacs.ae](http://www.glomacs.ae)

## TERMS AND CONDITIONS

- Fees - Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- Mode of Payment - The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/ sponsor. Credit card and cheque payments are both acceptable.
- Cancellation / Substitution - Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US\$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- Hotel Accommodation - is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- Attendance Certificate - a certificate of attendance will only be awarded to those delegates who successfully completed/ attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- Force Majeure - any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
- Fair Access / Equal Opportunities - In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access / equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.

