

**Duration:** 1 Day

**Language:** English (soon will be in Arabic)

**Intended for:**

ITDA Marketing training course materials, 'The Road Map to Understand the Marketing Principles' cover the basics of marketing and are intended not only for people who are new to a marketing role, but just about anybody in the organisation. A basic understanding of the subject is particularly valuable to people in management, selling and customer service roles.

**Objectives:**

At the end of this ITDA Marketing training course, participants will be able to:

- Explain what marketing is and how it links to the growth strategy of a business
- Identify the components of the marketing mix and extended marketing mix and explain how marketing affects all areas of the business
- Use the marketing triangle as a logical and customer centred approach to marketing

**Contents:**

Effective marketing is vital to ensure the survival and growth of any business. It does not matter whether the business is large or small or what products or services the business supplies, the truth is that effective marketing cannot be ignored and is essential for any successful organisation.

These training course materials on, 'The Road Map to Understand the Marketing Principles' will help participants understand marketing concepts and how they link to the growth strategy of the business. They will also give participants a solid grounding in market analysis and how marketing influences customers. The Road Map to Understand the Marketing Principles training course includes:

- What is marketing? – Short exercise helps learners to understand what marketing is and the wide range of business activities it involves.
- Growth Strategies – Learners find out about different types of growth strategies adopted by businesses and how important it is for marketing to align to strategy.
- The Marketing Mix – The Marketing Mix and the Extended Marketing mix are explained to learners.
- The Marketing Triangle – Participants are provided with a logical approach to marketing using our marketing triangle.
- The Marketing Triangle: Understand – The importance of market research is explained and learners find about the four elements they need to understand to market effectively.
- The Marketing Triangle: Solve – The importance of providing solutions based on customer requirements is explained.
- The Marketing Triangle: Communicate – Learners are introduced to the promotional mix and the various communication media available. They are then asked to apply this information in a brief activity.

**For any Inquires about the program, please email ITDA [inquiry@itdacademy.co.uk](mailto:inquiry@itdacademy.co.uk)**

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