

WEBINAR: Introduction to Marketing Management



Overview

In this very competitive world, marketing management is vital and provides numerous benefits to companies. It is responsible for choosing the right target market, studying consumer preferences, building and managing the brand, reaching out and growing the customer, increasing revenue, assessing competitiveness, and many more.

To be an effective marketing leader, it also requires numerous sets of skills like analyzing information, planning, identifying, executing, and evaluating the marketing strategy of an organization.

This training will provide a strong foundation by learning about what marketing management is, the benefits of marketing management, the different activities and process involved, competitor's analysis, and how to be an effective marketing leader.

Objectives

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

- learn about the importance and benefits of marketing management.
- study the marketing leader's skills like analyzing, planning, identifying, executing, and evaluating the marketing strategy of an organization.
- learn the different activities, process involved in marketing management, and competitor's analysis.

Who Should Participate

- Managers
- Supervisors
- Team Leaders
- Business Owners
- Employees interested to learn about marketing management

Key Topics

I. Fundamentals: Definitions and Importance

II. Evolution, Eras, and Historical Background of Marketing

- The Production Era
- The Sales Era
- The Marketing Era
- The Relationship Era
- The Digital Era

III. Competitor's Analysis using the Competitive Profile Matrix

IV. The Marketing Management Process

- Conduct Market Research
- Develop a Strategy
- Growing the Customer
- Monitor and Feedback
- Optimize

V. Components of Modern Marketing and Marketing Campaigns

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Duration

- 3 hours

Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

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