

Program Name	Marketing for Business
Level	N/A
Pre-Requisite(s)	N/A
Recommended WEI Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
Description	This program has been developed for those working in businesses and organizations who are responsible for marketing. The overall purpose of the program is to provide you with an overview and understanding of how to grow a strong business using fundamental marketing principles. This is achieved by developing a marketing strategy including positioning your products in the marketplace, finding the right fit between your value proposition and targeted customer groups, identifying your pricing strategy, determining appropriate channels of distribution, and building a promotional strategy that encompasses components that are strategically aligned to your product/service offering.

Learning Outcomes:

- Identify core components of the marketing strategy
- Define the USP (unique selling proposition)
- Create a positioning statement
- Develop target markets (a.k.a. ideal customer avatars)
- Create the value proposition
- Develop marketing objectives
- Gather and analyze data using the four main primary research methods
- Identify components of a promotional campaign
- Define relationship marketing
- Compare and contrast relationship marketing strategies
- Define the sales cycle
- Define the features and benefits of the product/service offerings
- Identify probing sales questions
- Overcome objections
- Identify strategies for confirming the sale
- Develop profitable pricing strategies for each product in the product line
- Determine components of a digital marketing strategy
- Outline a promotional campaign
- Determine the marketing budget for a specific period

Standard Topics:

- Strategic marketing fundamentals
- Marketing research
- Relationship marketing
- Successful selling techniques
- Pricing for profit
- Digital marketing
- Creating a promotional campaign
- Marketing budget