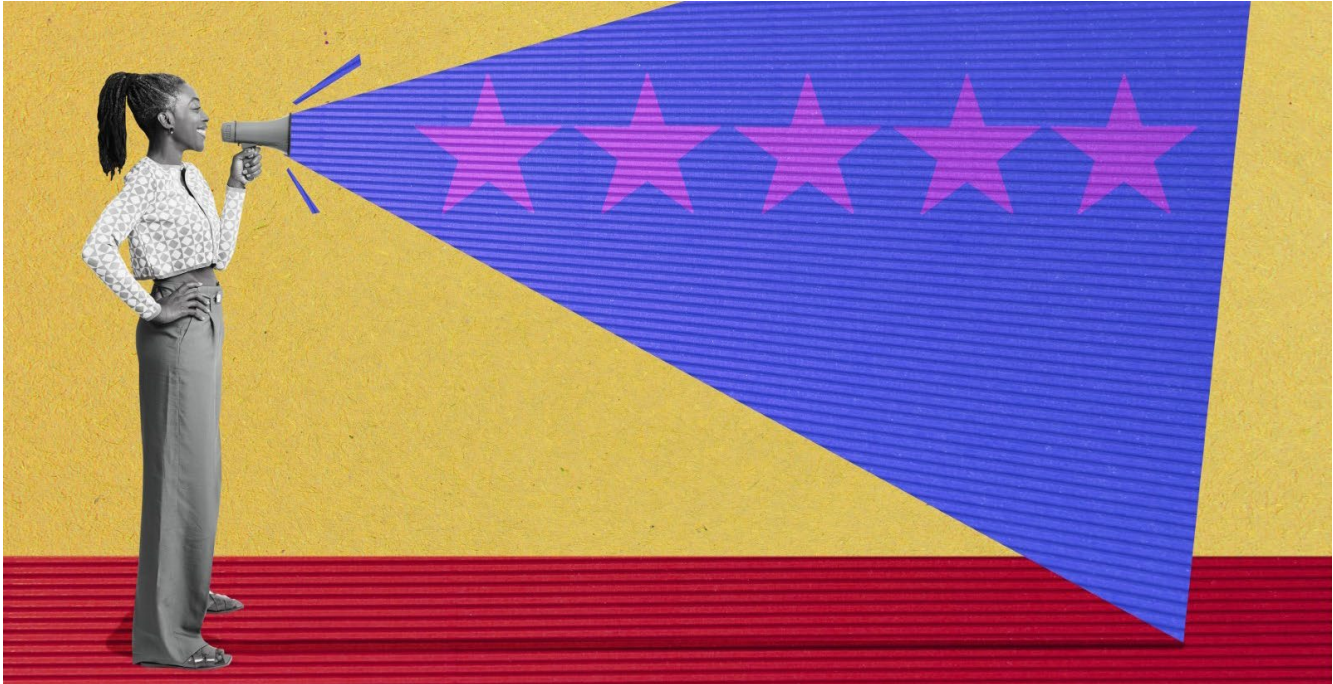


MARKETING ESSENTIALS



The Marketing Essentials program equips participants with key principles and practical skills essential for developing effective marketing strategies and distinguishing messaging in today's competitive landscape.

This foundational course is ideal for individuals seeking to enhance their marketing capabilities and acquire transferable skills to foster business growth. Upon completion, participants can advance to more specialized marketing topics through Workplace Education programs.

Learn marketing foundations including:

- **Situational analysis:** understand market environments, analyze competition, and identify target customers
- **Strategic planning:** develop and implement effective marketing strategies, set actionable goals, and choose appropriate tactics
- **Campaign management:** learn to execute, monitor, and adjust marketing campaigns to optimize performance

Marketing Essentials is for you if:

- You're a small business owner, nonprofit manager, or aspiring entrepreneur
- You've never taken a marketing course/program, or it has been a while
- You have marketing responsibilities
- You're looking to develop a marketing strategy and increase results of your marketing efforts

Section 1: Situational Analysis	
Topics	Knowledge, Skills & Abilities
Ansoff Model*	Define marketing problems
Understanding your marketplace	Analyze market dynamics
Positioning	Evaluate market positioning
Customer needs, touchpoints & behavior	Identify pain, gains, and touchpoints
Market segmentation	Apply segmentation techniques
Analyzing competition	Develop PEST/SWOT analysis, assess competitive landscapes
Branding	Apply brand personality, establish brand guideline
USP and brand positioning	Create a USP and brand positioning statement
Section 2: Strategic Planning & Tactics	
Topics	Knowledge, Skills & Abilities
Marketing funnel	Identify the stages in the marketing funnel & relationship to sales
Marketing Mix (4/5Ps)	Apply the marketing mix, develop pricing strategies
Target audiences and avatars	Identify primary/secondary audiences, develop avatars
Channel Evaluation & Selection	Select relevant marketing channels based on a target audience
Inbound /outbound & push/pull strategies	Apply inbound and outbound push/pull strategies
B2B vs B2C considerations	Differentiate B2B and B2C approaches
Marketing technology and resources	Evaluate tools, organize marketing resources
Pricing Strategies	Match specific strategies to goals
PESO model	Leverage and prioritize organizational marketing assets
Section 3: Implement & Monitor Campaigns	
Topics	Knowledge, Skills & Abilities
Campaigns and tactics	Develop & deploy a campaign outline
Key Performance Indicators (KPIs)	Define and track relevant KPIs
A/B testing	Conduct A/B testing
Analytics	Analyze metric, adjust strategies based on insights
Customer retention & loyalty	Develop retention and loyalty strategies

*Suggested tool