



BASIC MARKETING PRINCIPLES

Course Objective:

To provide participants with an understanding of the fundamentals of Marketing and how it applies to their business

Number of Participants: 12-15

Course Duration: 6 weeks x 3 hours per week

Course Schedule: Two courses to be delivered – March/April & July/August

Course Outline:

- Introduction and terminology of marketing principles
- Understanding the marketing environment
- Identifying market segments
- Planning and implementing an affordable marketing campaign
- The 5 'P's (Price/Place/People/Physical Environment/Process)

