

## **BASIC MARKETING PRINCIPLES**

**AIM:** This 6-week course aims to provide participants with an understanding of the fundamentals of Marketing and how it applies to their business.

**OBJECTIVES:** At the end of this 6-week programme, participants will:

- ✓ Understand the fundamentals of all 7 elements of Marketing and how each applies in a business context.
- ✓ Appreciate the importance of addressing all elements of Marketing equally and not just focusing on the Promotion (Selling) aspect.
- ✓ Develop a broad framework which they can use to assess the feasibility of their business idea.

### Course Outline:

**Session 1:** Introduction to Marketing Principles – Marketing Terminology; 7 Elements of Marketing

**Session 2:** Product /Service & Pricing – Market Research; Market Segmentation; Pricing Strategies

**Session 3:** Physical Evidence – Business Image & Profile; Branding & Packaging

**Session 4:** Placement - Selling Platforms; Choosing the correct market for your product/service

**Session 5:** Promotion Strategies - Direct & Indirect Promotion; Affordable Promotion Campaigns

**Session 6:** People & Processes - Customer Service & Support

**Dates:** Tuesday 23<sup>rd</sup> June to Tuesday 28<sup>th</sup> July – 6 Tuesday Afternoons

**Venue:** MALDRON Hotel, Roxboro

**Time:** 2pm to 5pm

**Cost:** **FREE OF CHARGE**

**Trainer:** **Maeve O’Connell, Bluestone Business Advisory Services** – Established in 2000, Bluestone provides business advisory, training and mentoring services to SMEs. Bluestone is owned and managed by Maeve O’Connell, a senior consulting/corporate finance professional with over 25 years’ experience in business and management consultancy.

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