

## **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 21<sup>st</sup> June to Tuesday 26<sup>th</sup> July – 6 Tuesday Mornings      **Time:** 10am to 1pm

**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.

**Venue:** To Be Confirmed

**Booking:** Jane O’Mahony, PAUL Partnership 061 419388 or email [jomahony@paulpartnership.ie](mailto:jomahony@paulpartnership.ie)



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