

PROGRAMME TITLE: **MARKETING WORKSHOP**

AIM: To provide participants with an understanding of Marketing terminology & principles, and an awareness of the importance of Marketing for their business.

OBJECTIVES: On completion of this workshop, participants will be able to:

- ✓ Write an affordable Marketing Plan
- ✓ Target & Profile their markets
- ✓ Identify the best way to get their message across
- ✓ Develop their own Marketing material

COURSE CONTENT:

- ✚ Target Marketing, Segmentation & Positioning
- ✚ Profiling your Customers
- ✚ Clarifying your Customer Value Proposition
- ✚ SWOT & PEST Analysis
- ✚ Advertising, Branding & Public Relations
- ✚ Developing an affordable Marketing Plan

WORKSHOP 1: **Date:** Wednesday 4th May **Time:** 10am to 4pm

WORKSHOP 2: **Date:** Wednesday 19th October **Time:** 10am to 4pm

Venue: TO BE CONFIRMED

Cost: NO CHARGE

Trainer: Terry Harmer, NLC Training

Bookings: **Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie**