

BRAND MANAGEMENT BRANDING FOR NON-BRAND MANAGERS

SEGMENT – SALES & MARKETING



MODULE 1: WHY IS MARKETING
IMPORTANT

MODULE 2: THE CORE CONCEPTS OF
MARKETING

MODULE 3: SITUATIONAL ANALYSIS

MODULE 4: HOW BUSINESS AND
MARKETING ARE CHANGING

MODULE 5: WHAT MARKETERS OUGHT TO
KNOW

MODULE 6: THE MARKETING PLAN

Overview

The course will also cover the measures of success in the marketing function, the roles of a marketing professional, and their scope of responsibilities so that participants have a clear picture of how they can contribute to business success and feel empowered to step into the responsibility.

The overall awareness and understanding of the marketing function and technical knowledge will empower participants in making strategic marketing decisions to respond to changing market trends, demand shifts, and complex business situations.

Get In Touch!

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Objectives

- understand the role of the marketing person in an organization
- understand what are the measures of success for a marketing team
- apply techniques to strategically improve product or service performance
- understand the financial impact of marketing decisions
- explore marketing trends and considerations for the 21st century