

## **TRAINING MODULES**

### **Module 1 : Program Starter**

- Discussion of attainable objectives to be achieved through the programme.
- The relationship between Learning & Improved Productivity
- The 4 Rules to Successful Skills Acquisition.

### **Module 2 : The Function of Marketing In An Organisation**

- Marketing to the modern market.
- Interdependent relationship between marketing and other organisational functions.

### **Module 3 : The Fundamental Principles of Marketing Practice**

- Marketing Variables
- Going beyond the 4Ps
- Understanding the Market
- Analysing the Competition
- P.E.S.T. Analysis
- The Use of Market Research – Dos & Don'ts

### **Module 4 : Internal Analysis**

- Analysing the S.W.O.T.
- Core Competencies
- Sustaining Competitive Advantage

### **Module 5 : Marketing Planning and Management Process**

- The process of marketing planning.
- The issues involved in managing the marketing function.
- The monitoring process.

### **Module 6 : Positioning & Branding In Brief**

- What is Positioning
- The Use of Positioning in Practice
- What is a Brand
- The Importance of Branding
- How Brands are Developed
- Sustaining Brands

**Module 7 : Marketing Strategies**

- The range of Marketing Strategies
- Rationale for strategies
- Considerations in strategy choice
- Conversion of strategies into action plans

**Module 8 : The Relationship between Marketing & Sales**

- How are these functions related
- Ideas for cooperation