

# **Marketing Basics Course**

## **COURSE OUTLINE**

### **Chapter 1: Introduction**

### **Chapter 2: What is Marketing?**

- What is a Market?
- Marketing is Not Selling
- Understanding Customer Needs
- Defining Your Product or Service
- Case Study

### **Chapter 3: Common Marketing Types**

- Direct Marketing
- Active Marketing
- Incoming Marketing
- Outgoing Marketing
  
- Guerilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing
- Case Study

### **Chapter 4: The Marketing Mix**

- Product
- Price
- Promotion
- Place
- Case Study

### **Chapter 5: Communicating the Right Way**

- The Marketing Pitch
- Sell Value Not Price
- Fun and Entertaining is Powerful
- Choosing the Right Media
- Case Study

### **Chapter 6: Customer Communications**

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly
- Case Study

### **Chapter 7: Marketing Goals**

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate
- Case Study

### **Chapter 8: The Marketing Funnel**

- Awareness
- Interest
- Desire
- Action
- Case Study

### **Chapter 9: Marketing Mistakes**

- Not Taking Social Media Seriously
- Not Having a USP
- Cross Cultural and International
- Translations
- Not Building a Relationship
- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers
- Case Study