

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Marketing for Non-Marketers

Do you understand marketing basics? The role of consumer behavior? How marketing strategy is developed and implemented?

As you know, businesses exist to serve customers. Marketing is the department that ensures the company stays focused on the customer and makes customer satisfaction a top priority. Marketers develop a clear understanding of what customers value and advise other departments how to create value for customers.

As you become familiar with marketing basics, you will discover how to approach decisions by taking customer relationships into account. Develop a more open and productive dialogue with the marketing department and promote communication and understanding between marketing and all other departments in your company.

How You Will Benefit

- Define marketing and explain its role and purpose
- Understand the value of marketing and the marketing function
- Improve communication and interaction with the marketing department
- Integrate a marketing orientation into your thinking and communication
- Factor customer requirements into your decision-making on products, services, price and distribution