

FUNDAMENTALS OF MARKETING: YOUR ACTION PLAN FOR SUCCESS

If you're new to marketing and need a basic—yet thorough—overview, this seminar is for you.

Seminar #5512

Overview

If you're new to marketing and need a basic—yet thorough—overview, this seminar is for you. In just three days, you'll learn the fundamentals behind successful marketing. You'll get a complete grounding in the essentials and begin to develop the skills and techniques necessary to become a marketer who can help your company develop a marketing orientation to enhance the bottom line.

Schedule

- [3] days
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- [3] days - \$2,095 Non Members
 - [3] days - \$1,895 AMA Members
 - [3] days - \$1,623 GSA

Credits

18 SMPS /1.8 CEU

Schedule

We have 19 scheduled sessions located nationwide starting between 5/30/2012 - 2/11/2013

Date	Location	Duration
May 30, 2012 - Jun 1, 2012	San Francisco, CA	3 Days
Jun 6, 2012 - Jun 8, 2012	Chicago, IL	3 Days
Jun 13, 2012 - Jun 15, 2012	New York, NY	3 Days
Jul 11, 2012 - Jul 13, 2012	New York, NY	3 Days
Jul 23, 2012 - Jul 25, 2012	Arlington/Washington DC, DC	3 Days
Aug 1, 2012 - Aug 3, 2012	New York, NY	3 Days
Aug 13, 2012 - Aug 15, 2012	Chicago, IL	3 Days
Sep 5, 2012 - Sep 7, 2012	Los Angeles, CA	3 Days
Sep 12, 2012 - Sep 14, 2012	New York, NY	3 Days
Sep 19, 2012 - Sep 21, 2012	Atlanta, GA	3 Days
Oct 8, 2012 - Oct 10, 2012	San Francisco, CA	3 Days
Oct 15, 2012 - Oct 17, 2012	Chicago, IL	3 Days
Nov 5, 2012 - Nov 7, 2012	New York, NY	3 Days
Nov 28, 2012 - Nov 30, 2012	Dallas, TX	3 Days
Dec 5, 2012 - Dec 7, 2012	Chicago, IL	3 Days
Dec 10, 2012 - Dec 12, 2012	Arlington/Washington DC, DC	3 Days
Jan 23, 2013 - Jan 25, 2013	New York, NY	3 Days
Jan 28, 2013 - Jan 30, 2013	San Francisco, CA	3 Days
Feb 4, 2013 - Feb 6, 2013	Chicago, IL	3 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Acquire the basic marketing skills, tools and techniques to identify, evaluate and solve marketing problems
- Understand the components that make up compelling marketing plans that succeed in capturing customer value within a competitive environment
- Discover creative ways to apply marketing principles and practices to compete successfully in today's business environment
- Understand the "why's" behind basic marketing practices
- Begin to think like a world-class marketer

What You Will Cover

Understanding the Role of Marketing

- Define what marketing is and how it fits into the organization
- Create a marketing system exchange map
- Learn why marketing-oriented companies typically outperform other companies

Using Market Research and Market Intelligence Information Systems

- Identify the types of information found in market research
- Define the six steps of the market research process
- Explore models of consumer decision making

Leveraging Marketing Strategies

- Summarize strategic approaches to the planning process
- Compare mass marketing to segmentation marketing
- Classify ways to segment the market in both business-to-consumer and business-to-business environments
- Analyze segments and the targeting process
- Construct a differentiated positioning strategy

Understanding and Aligning the Components of the Marketing Mix

- Learn the components of marketing tactics and how they align with one another
- Learn how to see products as a bundle of customer-desired benefits
- Explore various pricing objectives and strategies
- Compare and contrast various distribution options
- Discover the strengths and weaknesses of various promotional methods

Creating Customer Value, Satisfaction and Loyalty

- Analyze the benefits and rationale behind developing customer value, satisfaction and loyalty
- Understand how marketing communication programs can cultivate strong customer relationship

efforts

- Look at the importance of CRM systems in supporting customer relation efforts

Who Should Attend

Newly appointed marketers with less than three years of experience in marketing, as well as product, brand and advertising managers, business professionals and executives who need to understand the importance of marketing's role in generating profits and a framework to think like a world-class marketer.

Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)