

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.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5512](http://www.amanet.org/5512)

# 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.**

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.

## 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**

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### **This Seminar Features Blended Learning**

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.

## **Schedule**

- [2] days - \$1,995 Non Members
- [2] days - \$1,795 AMA Members
- [2] days - \$1,700 GSA

## **Credits**

12 SMPS/14 CPE/1.2 CEU

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