

**American Management Association's
Fundamentals of Marketing: Your Action Plan for Success**

Learning Objectives

- Apply Marketing Principles and Practices to Compete Successfully in the Contemporary Business Environment
- Explain the “Whys” and “Hows” Behind Fundamental Marketing Practices
- Walk Away Thinking Like a Marketer

LESSON ONE

Marketing Overview

- Define Marketing
- Identify the Role of Marketing
- Contrast Strategic Business Plans with Annual Marketing Plans

Market Analysis

- Describe Approaches to Gathering Marketing Information
- Identify Macro-Environmental Trends That Impact a Business
- Define Key Differences Between B2B and B2C Markets
- Conduct a Competitive Analysis
- Develop a SWOT Analysis

LESSON TWO

Market Analysis (cont'd)

- Describe Approaches to Gathering Marketing Information
- Identify Macro-Environmental Trends That Impact a Business
- Define Key Differences Between B2B and B2C Markets
- Conduct a Competitive Analysis
- Develop a SWOT Analysis

Segmentation, Targeting, and Positioning

- Write SMART Marketing Goals
- Compare Mass Marketing to Segmentation Marketing
- Analyze Customer Segments in Order to Select Target Audiences
- Write a Positioning Statement

LESSON THREE

Marketing Mix

- Explain How the Four Ps Align with One Another
- Describe How a Product Itself Can Impact Marketing Efforts
- Explain Various Pricing Objectives and Strategies
- Discuss How Channels of Distribution Impact Marketing Decisions
- Define Objectives and Strategies for Core Modes of Communication

LESSON FOUR

Creating Customer Value

- Describe How to Create Customer Value, Satisfaction, and Loyalty
- Define Net Promoter Score as a Measure of Customer Loyalty
- Identify Ways Organizations Cultivate Customer Relationships
- Create an Approach to Developing Marketing Action Plans and Budgets