Training Course on Fundamentals of Marketing

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

This intensive training course on the **Fundamentals of Marketing** provides participants with a robust understanding of core marketing principles and contemporary strategies essential for success in today's dynamic business environment. Participants will delve into the **marketing mix**, **consumer behavior**, and **market segmentation**, gaining practical insights into crafting effective **marketing plans** and executing impactful **marketing campaigns**. The curriculum emphasizes the integration of both traditional and **digital marketing** techniques, including **social media marketing** , **content marketing**, and **search engine optimization [1] (SEO)**, equipping individuals with the skills to navigate the evolving **marketing landscape** and drive **business growth**.

Through a blend of theoretical frameworks and practical application, this course aims to empower participants to become proficient marketers capable of contributing significantly to their organizations' success. The program focuses on developing a strategic **marketing mindset**, enabling participants to identify **target audiences**, understand their needs, and develop compelling **value propositions**. By exploring key concepts such as **branding**, **market research**, and **marketing analytics**, participants will gain the knowledge and tools necessary to make data-driven marketing decisions and achieve measurable results in a competitive **global market**.

Programme Curriculum

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Course Objectives

1. Understand the core concepts and principles of **marketing fundamentals**.
2. Analyze and apply the elements of the **marketing mix (4Ps/7Ps)** effectively.
3. Gain insights into **consumer behavior** and the decision-making process.
4. Master the techniques of **market segmentation**, targeting, and positioning.
5. Develop comprehensive and actionable **marketing plans**.
6. Learn to create and execute successful **marketing campaigns** across various channels.
7. Understand the principles and implementation of **digital marketing strategies**.
8. Explore the power of **social media marketing** for brand building and engagement.
9. Develop compelling **content marketing** strategies to attract and retain customers.
10. Understand the basics of **search engine optimization (SEO)** for online visibility.
11. Conduct effective **market research** to inform marketing decisions.
12. Analyze and interpret **marketing analytics** to measure campaign performance.
13. Develop a strong understanding of **branding** and its strategic importance.

Organizational Benefits

- Enhanced employee skills and knowledge in fundamental marketing principles.
- Improved ability to develop and implement effective marketing strategies.
- Increased marketing campaign efficiency and return on investment.
- Better understanding of target markets and customer needs.
- Stronger brand building and improved brand equity.
- Enhanced ability to leverage digital marketing channels for growth.
- Data-driven marketing decision-making capabilities.
- Increased competitive advantage in the marketplace.

Target Participants

1. Marketing Executives and Assistants
2. Sales Professionals seeking a marketing foundation
3. Small Business Owners and Entrepreneurs
4. Career Changers interested in marketing
5. Recent Graduates in business-related fields
6. Customer Service Representatives
7. Public Relations and Communications Specialists
8. Anyone interested in understanding the principles of marketing

Course Outline

Module 1: Introduction to Marketing Fundamentals

- Defining marketing and its role in organizations.
- Understanding the evolution of marketing concepts.
- Exploring different types of marketing.
- The importance of customer relationships and value creation.
- Overview of the marketing environment and its influences.

Module 2: Understanding the Marketing Mix

- The traditional 4Ps of Marketing: Product, Price, Place, Promotion.
- Expanding to the 7Ps for service industries: People, Process, Physical Evidence.
- Strategies for effective product development and management.
- Pricing strategies and considerations.
- Distribution channels and supply chain management.

Module 3: Decoding Consumer Behavior

- Understanding the consumer decision-making process.
- Factors influencing consumer behavior (cultural, social, psychological, personal).
- Identifying different types of buying behavior.
- The role of motivation, perception, learning, and attitudes in consumer choices.
- Analyzing consumer needs and wants.

Module 4: Market Segmentation, Targeting, and Positioning

- The importance and benefits of market segmentation.
- Different bases for market segmentation (demographic, geographic, psychographic, behavioral).
- Evaluating market segments and selecting target markets.
- Developing effective positioning strategies.
- Creating a unique selling proposition (USP).

Module 5: Developing Effective Marketing Plans

- The structure and components of a marketing plan.
- Conducting a situation analysis (SWOT, PESTEL).
- Setting marketing objectives and goals.
- Developing marketing strategies and tactics.
- Budgeting and resource allocation for marketing activities.

Module 6: Mastering Digital Marketing Strategies

- Introduction to the digital marketing landscape.
- Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising.
- Email marketing and customer relationship management (CRM).
- Mobile marketing and its growing importance.
- Understanding website analytics and performance tracking.

Module 7: Leveraging Social Media and Content Marketing

- Developing a social media marketing strategy.

- Building and engaging with online communities.
- Creating and distributing valuable content (blogs, videos, infographics).
- Social media advertising and analytics.
- Measuring the ROI of social media and content marketing efforts.

Module 8: Measuring and Analyzing Marketing Performance

- Identifying key marketing metrics and KPIs.
- Using marketing analytics tools and techniques.
- Measuring the effectiveness of marketing campaigns.
- Calculating Return on Marketing Investment (ROMI).
- Making data-driven decisions for continuous improvement.

Training Methodology

This course will employ a blended learning approach incorporating:

- Interactive lectures and presentations
- Case studies and real-world examples
- Group discussions and brainstorming sessions
- Practical exercises and activities
- Q&A sessions and feedback opportunities

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com