

## Marketing basics

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed. Marketing Basics will provide the basic knowledge to your participants, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

### Course Outline

- What is Marketing?
- Common Marketing Types
- The Marketing Mix
- Communicating the Right Way
- Customer Communications
- Marketing Goals
- The Marketing Funnel
- Marketing Mistakes

### Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

### Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

### Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Define the market.
- Know the different types of marketing and ways to use them.
- Learn effective ways of communicating with the customer.
- Know how to set marketing goals and strategies.
- Recognize common marketing mistakes and know how to avoid them.

### Course Duration

The standard duration of this course is 12 contact hours.

### Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

### Who Should Attend

Middle to high level staff such as:

- Marketing Managers
- Marketing team members
- Employees interested in the marketing sector

For more information please feel free to contact:

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