
MARKETING

Professional Development | \$240 / eAdviser Marketing Classroom / year



Marketing Strategy and Planning

\$199 / user | CE Hours 5

Course Description

Marketing is a core business process that helps companies develop strong relationships with consumers. Understanding the marketing function will help you better understand the relationship that every business needs to build with their customers, how they do it, and the impact these activities can have on a company's bottom line. In this course, you'll learn about marketing as a key business process, its link to overall corporate strategy, and how online and social media marketing is changing the face of marketing by bringing companies and customers closer together.

Course Includes:

- Marketing eAdviser
- Interactive video learning modules
- Certificate of Achievement upon the successful completion of each course
- Transcript of CE hours of courses completed

Course Video Modules:

1. The Basics of Marketing
 2. Product, Pricing, and Promotion
 3. Competitive Marketing Strategies: Analyzing Your Organization
 4. Distribution and E-Marketing Ethics in the Marketing Mix
 5. Digital Marketing: Getting to the Customer
 6. Search Engine Marketing: Getting Discovered by the Customer
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Marketing Course Module Descriptions

COURSE MODULE 1: The Basics of Marketing

Overview

Marketing is a core business process that helps companies develop strong relationships with consumers. Understanding its function will help you better understand the relationship that companies need to build with their customers, how they do it, and the impact these activities can have on a company's bottom line. In this course, you'll learn about marketing as a key business process, its link to overall corporate strategy, and how online and social media marketing is changing the face of marketing by bringing companies and customers closer together. The importance of marketing planning is also discussed including careful consideration of key concepts such as segmentation, targeting and positioning. Finally, you'll learn about the traditional and modern marketing mixes.

eAdviser Course Objectives

Introduction to Marketing

- match business styles to the underlying principles that guide decision making
- identify the key objectives of the marketing function in organizations
- identify the key characteristics of online marketing
- recognize descriptions of market segmentation and targeting
- match positioning strategies to their descriptions
- identify elements of the marketing mix
- identify elements of the modern marketing mix
- recognize characteristics of modern marketing

COURSE MODULE 2: Marketing - Product, Pricing and Promotion

Overview

In today's highly competitive marketplace, it's more important than ever to know how to develop, promote, and sell successful products and services. The marketing mix is a collection of elements used to satisfy customers' needs and meet business objectives. In this course, you'll learn about a few elements of the marketing mix: product, price, and promotion. You'll learn how marketing is involved in developing new products and about the stages of the product life cycle and their goals. You'll also learn about pricing, including how to approach product pricing and the factors that affect a product's price. Finally, you'll learn about promotional techniques, including traditional and online marketing.

eAdviser Course Objectives

Understanding Product, Price, and Promotion

- identify the typical roles of marketing in the development of new products
- match the stages of the product life cycle to their goals
- classify pricing objectives as being financial or marketing objectives
- match pricing strategies to their definitions
- recognize examples of different pricing promotions
- match promotional techniques with their descriptions
- match characteristics of marketing communication campaigns to either traditional or online media
- recognize the roles of product, price, and promotion in the marketing mix

COURSE MODULE 3:: Advanced Marketing

• **Part1: The People and Planning in Marketing**

In this section, you'll learn about the importance of linking marketing activities to an organization's overall strategic objectives and the difference between strategic and tactical marketing. You'll also learn about the key planning activities: market research, budgeting, development and execution, and evaluation. Finally, the importance of employee engagement and internal branding are also discussed as the key aspects of the people

• **Part 2: Distribution and E-Marketing Ethics in the Marketing Mix**

In this course, you'll learn about the importance of having an effective distribution model and the things you should consider when selecting a distribution channel. You'll also learn about key distribution strategies and systems and how to select and manage distributors. Finally, you'll learn about online distribution opportunities and the benefits and ethical concerns associated with e-marketing.

• **Part 3: Competitive Marketing Strategies: Analyzing Your Organization**

When developing competitive marketing strategies, one of the most important steps is carrying out effective research and analysis. You need to assess your organizational capabilities as well as your marketing activities. This course describes how to conduct an internal analysis as part of the process of developing competitive marketing strategies. It explains the types of questions you may need to ask about your organizational resources and capabilities. And it describes areas to consider when doing a marketing audit and looking at innovation activities.

eAdviser Course Objectives

Planning and People

- recognize the differences between strategic and tactical marketing plans
- identify the advantages of planning marketing at a strategic level
- describe the difference between quantitative and qualitative market research
- match discretionary marketing costs to their budget categories
- recognize guidelines on how to develop and execute a marketing plan
- identify how to evaluate your marketing plan
- recognize how companies can include employees in the marketing mix
- recognize the roles of planning and people in the marketing mix

The Role of Place in the Marketing Mix

- recognize the importance of effective distribution
- identify the key considerations in selecting appropriate distribution channels for your products
- match distribution strategies and systems with their descriptions
- identify guidelines for selecting distribution network intermediaries
- recall guidelines for managing intermediaries in the distribution network
- identify characteristics and benefits of online distribution
- match elements of the marketing mix to the related ethical concerns in e-marketing
- recognize the importance of establishing effective distribution channels and being aware of ethical concerns

Conducting an Internal Analysis

- recognize the purpose of competitive marketing strategies
- categorize examples of resources and competencies important for creating and maintaining competitive advantage
- recognize the steps in identifying important organizational capabilities
- identify areas of focus when analyzing your organization's marketing strategy and structure
- recognize aspects to examine when analyzing your organization's systems, productivity, and marketing mix
- identify examples of what you should consider when conducting an innovation audit

COURSE MODULE 4: Digital Marketing: Getting to the Customer

Overview

Classical one-to-many marketing has made way for personalized, individual, and increasingly web-based marketing methods in the digital age. Any company in the world knows that there is no future without marketing your offerings and products on the web or on mobile devices. In this course, you will learn about the primary goals and methods of digital marketing so you can plan the best strategy and mix for your organization. The course surveys a variety of methods

and tools for reaching customers at every stage of their decision-making process, with a focus on social media marketing.

eAdviser Course Objectives

Digital Marketing: Reaching the Customer

- recognize the goals of digital marketing today
- recognize the types of marketing channels and activities associated with each stage in the digital marketing funnel
- analyze a digital marketing planning effort
- recognize the value of various types of social media in a digital marketing strategy
- apply digital marketing within your organization

COURSE MODULE 5: Search Engine Marketing: Getting Discovered by the Customer

Overview

Search engine marketing (SEM) is the most powerful promotional tool available today, eclipsing many traditional forms of advertising and promotion. Consumers have needs, and an online search for products, services, and information is a first step to fulfilling those needs. Make sure these potential customers find you! This course will explore a variety of paid and organic search engine marketing tactics that can help bump your web site to the top of user search results, capturing the attention – and clicks – of customers searching for offerings like yours.

eAdviser Course Objectives

Search Marketing

- recognize the urgency and relevance of search marketing for your business
- analyze elements of a web page for their impact on search engine optimization
- recognize offsite SEO methods that enhance your SEO ranking
- recognize how to capitalize on search engine advertising strategies
- apply strategies and techniques for SEO