

Marketing and Service Management



Short description

In this module you learn about the foundations of marketing and its underlying concepts. The participants learn about the meaning of customer orientation and which factors influence customer behavior. Furthermore, participants learn how to reach certain target groups and how a product can attract this group. In this context participants learn how a market can be segmented, how to define a market through specific characteristics, and how a company can differentiate itself and its products from competitors. Besides, to receive a solid foundation in marketing education the participants get to know basic insights on market research and how to cooperate with market research institutes.

The core-value of this module is teaching the participants about the marketing mix. How to create a unique product? Which price is my customer willing to pay? Which distribution channels work best for my product? How to communicate the uniqueness of my product to external stakeholders? Which communication tools are most efficient? How to design a useful message? All these questions will be answered in this module by distributing useful tools and templates. Finally, each element of the marketing-plan will be discussed.

Contents

- Principles of marketing
- Understanding consumer behavior
- Market segmentation
- Identifying a target market
- Positioning
- Market research
- Marketing instruments
- Product-mix-policy
- Terms policy
- Distribution management
- Communication Management
- Marketing-mix
- Marketing planning

Time frame

The module will be held in three days, which means 24 educational units à 45 minutes (8 double units à 90 minutes).

Methodological Framework

Next to working with scripts and slides, the newly gained knowledge will be stabilized by using best-practice examples from cooperate environment. In this way how the relevance of practice will be secured. A highly practical component will be given through realistic examples. The workbook and questions of knowledge in the units are suited for private study concerning revisions.

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