

MARKETING SKILL

~Boosting sales with an effective marketing strategy!~

Do you have any difficulties in creating a marketing strategy?

- ◆ What's the starting point to create a market research and how to analyze the data?
- ◆ How to use the research's data effectively, point out elements to create a marketing strategy?
- ◆ How to plan marketing activities within budget to achieve sale goals?

Through the actual examples and practices, the course will give you the basic knowledge of Marketing and help you apply in creating an effective marketing strategy, promote your company's product or service.

CONTENT

Part 1: The basics of Marketing

- ◆ The basics and concept of marketing
- ◆ Analyzing consumer's behavior
- ◆ STP: [Segmentation] [Targeting] [Positioning]
- ◆ Product: Development of new products
- ◆ Price: Selling price
- ◆ Place: Distribution channels
- ◆ Promotion: Sales promotion

Part 2: Overview of Branding

- ◆ What's "Branding" ?
- ◆ The introduction of famous brands in the world
- ◆ The introduction of Vietnamese brands
- ◆ What's strong brand ?
- ◆ The basics of branding

Part 3: Market Research and Marketing Strategy Planning

3.1 Market Analysis (3C)

- ◆ Customers: Analyzing customer
- ◆ Company: Analyzing Company with SWOT

3.2 Setting the marketing target

- ◆ Branding target
- ◆ Market share target
- ◆ Sales target

3.3 Marketing Strategy

- ◆ Setting the target in medium-term
- ◆ Strategy of target customers
- ◆ Positioning strategy
- ◆ 4P strategy

Part 4: Marketing Activities Planning

- ◆ Planning 4P activities
- ◆ Budget planning
- ◆ Expectation of the risks and PLAN B
- ◆ Evaluation of the result

Part 5: Summary and Action Plan

※The above content is subject to change without prior notices



OBJECTIVES



- ➔ Grasp the basic knowledge and overview of marketing.
- ➔ Be able to create a marketing strategy for company.

TARGET



- ☒ Staff
- ☒ Middle-Management
- ☒ First-line Management
- ☐ Top-Management

METHOD



30% theory, 70% practice through group discussions, presentations, case studies, role-playing, games, etc.



AIMNEXT

Professional Training & Consulting

HCM HEAD OFFICE

Nam Giao Building 1, 261-263 Phan Xich Long, Cau Kieu Ward, HCM

HANOI REPRESENTATIVE OFFICE

Sao Mai Building, No.19 Le Van Luong St., Thanh Xuan Ward, Hanoi