

MARKETING

Course Outline

I. Marketing Is All Around Us

- A. Marketing and the Marketing Concept
- B. The Importance of Marketing
- C. Fundamentals of Marketing

II. The Marketing Plan

- A. Marketing Planning
- B. Market Segmentation

III. Political and Economic Analysis

- A. What is an Economy?
- B. Understanding the Economy

IV. The Free Enterprise System

- A. Market-Oriented Economic Systems
- B. Business Opportunities

V. Basic Math Skills

- A. Math Fundamentals
- B. Interpreting Numbers

VI. Communication Skills

- A. Defining Communication
- B. Elements of Speech and Writing

VII. Interpersonal Skills

- A. Personal Strengths and Interpersonal Skills
- B. Working Together: Leadership and Teamwork

VIII. Management Skills

- A. Management Structures
- B. Management Functions

IX. Presenting the Product

- A. Product Presentation
- B. Objections

X. Closing the Sale

- A. How to Close a Sale
- B. Customer Satisfaction and Retention

XI. Using Math in Sales

- A. Sales Transactions
- B. Cash Registers
- C. Purchase Orders, Invoices and Shipping

XII. Promotional Concepts and Strategies

- A. Promotion and Promotional Mix
- B. Types of Promotion

XIII. Advertising

- A. Advertising Media
- B. Media Measurement and Rates

XIV. Print Advertisements

- A. Essential Elements of Advertising
- B. Advertising Layout

XV. Channels of Distribution

- A. Distribution
- B. Distribution Planning

XVI. Stock Handling and Inventory Control

- A. The Stock Handling Process
- B. Inventory Control

XVII. Price Planning

- A. Price Planning Considerations
- B. Factors Involved in Price Planning

XVIII. Pricing Strategies

- A. Basic Pricing Policies
- B. Strategies in the Pricing Process

XIX. Pricing Math

- A. Calculating Prices
- B. Calculating Discounts

XX. Product Planning

- A. Product Planning, Mix and Development
- B. Sustaining Product Sales

XXI. Branding, Packaging and Labeling

- A. Branding Elements and Strategies
- B. Packaging and Labeling