



corporate training options

Writing & Implementing a Marketing Plan

Course Overview

This course is particularly useful for small business owners and service providers. It is a great course for anyone who knows the value of a written Marketing Plan and the necessity of revising it on a regular basis. No business should be without a Business Plan and a Marketing Plan.

Course Outline

- Develop an Effective Business Plan
- Write your Mission Statement
- Create a Marketing Plan that will attract and keep new Customers
- Understand the methods to implement your plan
- Learn the Importance of the 4 P's
 - Product
 - Price
 - Place
 - Promotions

Learning Outcomes

Upon successful completion of this course you should be able to:

- Explain the pre-planning process for a Marketing Plan
- Know how to write a Marketing Plan
- Provide techniques that make a Marketing Plan work

Prerequisites

There are no pre-requisites for this course.

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Corporate Training Options

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