

# C O U R S E F E A T U R E S

## Marketing



### Course Overview

The CBP Marketing course is geared towards those interested in pursuing a career in marketing or improving their marketing skills. This course provides the essential information and skills required by professionals who have to make marketing decisions that are important to the direction and performance of an organization or business. Provided in this course is a practical approach to marketing in any environment.

In the first part of the course marketing challenges are introduced as are some essential skills necessary to address these challenges and have success at marketing. It also directs the student how to develop a marketing plan, understand consumer behavior, assess both the product and the market, segment a market, and instruct students about the importance of positioning. Students will learn how to create an effective marketing strategy.

The second section of the course covers the importance of effective communication with potential and current customers and setting appropriate communication goals. It also gives direction regarding product presentation, pricing, and distribution. Finally, the course instructs students about technology in marketing including the use of web sites, e-mail marketing, search engine marketing, and social media marketing.

After completing this Marketing course, students will understand why and how marketing affects business and be able to implement a successful marketing plan of their own.

### Who Should Attend

This course is recommended for individuals aspiring to gain expertise in marketing.

### Prerequisites

**This course requires that students meet the following prerequisites:**

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

### Course Materials

Students will receive an official course manual for post-class reference and review.

### Certification Preparation

This course prepares candidates to sit, or take, the Certified Business Professional exam – **E30-708**

## Course Outline: CBP™ Marketing

### Module 1: Introduction To Marketing

- Marketing and Its Components
- The Eight Components of Marketing
- Marketing Framework
- Marketing Analysis
- Market Research

### Module 2: Consumer Behavior

- Define Consumer Behavior
- Consumer Buying Decision Process
- Consumer Behavior and its Effect on Purchases
- Four Behaviors Consumers Exhibit Prior to Purchase
- Consumer Behavior and its Effect On Marketing Plans
- Factors That Influence Consumer Behavior

### Module 3: Developing A Marketing Plan

- Attributes of a Marketing Plan
- Types of Products
- Product Life Cycle
- Pricing Strategies
- Product or Service Distribution
- Importance of Promotional Strategies

### Module 4: Introduction To Product And Market Assessment

- Importance of Analyzing Your Product
- Product Assessment Cycle
- Reasons for Creating a Marketing Plan
- Eight Elements of a Market Analysis
- Trends Help Marketers Target the Market
- Demographics in Marketing

### Module 5: Target Marketing And Segmentation

- Target Marketing
- Key Factors of Market Segmentation
- Why and How to Segment Markets
- Common Market Segments

### Module 6: Brand Positioning

- Brand Positioning
- Develop Your Own Brand Position
- Customer Emotions Role in Positioning
- Strategy for Implementing Position

### Module 7: Marketing Strategy

- Developing a Market Strategy
- Market Strategy Linked to Sales
- Building or Taking Market Share
- Selecting a Competitive Strategy
- High Pricing Versus Low Pricing Strategy
- Problems and Opportunities

### Module 8: Communication Goals

- Communication Plan and Their affect on Market Behavior
- Communication Objectives
- Communication Tools
- Communication Goals

### Module 9: Product Planning

- Goal of Product Planning
- Importance of Understanding Customer Preferences
- Selecting Product Name
- Naming Techniques
- Product Presentation
- Importance of Knowing Your Audience
- Types of Product Presentation

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### Module 10: Pricing

- Price as it Pertains to Marketing
- Cost Factors
- Pricing Strategies
- Reasoning Behind Pricing Strategies
- Discount Pricing
- Guidelines for Competitive Pricing

### Module 11: Distribution

- Distribution Process
- Distribution Strategies
- Direct Channel Distribution
- Indirect Channel Distribution
- Physical Distribution Process
- Inventory Management
- Order Processing

### Module 12: Technology In Marketing

- Role of Technology in Marketing
- Four Segments of Internet Marketing
  - Creating a Web Site
  - Email Marketing
  - Search Engine Marketing
  - Social Media Marketing
- Social Media as a Marketing Tool

### Module 13: Marketing Strategy Evaluation

- Why a Marketing Plan Evaluation is Necessary
- Type of Marketing Evaluations
- Identifying Strengths and Weaknesses
- Evaluation Process Checklist