

WORKSHOP 3 - MARKETING (5 DAYS)

OBJECTIVE: To provide participants with an understanding of the marketing concept and how some of the key marketing principles and techniques can be applied in the workplace.

OUTCOMES: On completion of the programme participants will understand the nature and importance of the marketing concept and will be able to apply a range of marketing concepts and techniques within a financial services environment.

TARGET AUDIENCE: All staff involved in marketing bank products and services and staff working in administration, or managers working in other functional areas that need to gain an awareness and understanding of marketing.

CONTENTS

Day 1

Session 1 - The marketing concept & customer orientation

Session 2 – Analysing the various different marketing environments

Day 2

Session 1 – Marketing research: Types & use of secondary & primary research

Session 2 – The marketing mix (the extended mix/7Ps) & service marketing

Day 3

Session 1 – Stakeholders, customers, relationships & the competition

Session 2 – Segmentation, targeting & positioning

Day 4

Session 1 – Marketing strategies

Session 2 – Marketing planning & new technologies

Day 5

Session 1 – Preparing a marketing plan

Session 2 - Delegate presentations & review

DELIVERY: The programme will be conducted in English and will incorporate group work and activities, case studies and delegate presentations.

DURATION: 30 hours

For more information or for alternative courses contact:

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