



## **UNIT 2006 – AN INTRODUCTION TO MARKETING (1 DAY)**

This Unit introduces the basic marketing principles, exploring ways in which marketing can be used effectively to underpin business activities.

### **Target Audience:**

This Unit is suitable for people who are working in a customer facing role, supporting or working in a marketing function. It is suitable for paper merchants, print buyers, paper agents, or publishers responsible for products or services or indeed anyone holding a marketing budget.

On completion of this Unit delegates will be able to:

1. Explain the importance to business success of being marketing led compared to production or sales driven.
2. Identify the role of marketing throughout the product or service life cycle, developing suitable strategies at each stage
3. Use a range of marketing models to analyse past, current and future performance. These include market growth, market share and competitor analysis.
4. Analyse gaps and identify opportunities within the market.
5. Select suitable marketing strategies to maximise return and proactively plan new initiatives.