Marketing & Sales · MS107

Essential of Marketing

Amsterdam · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Amsterdam**	**1 Week**
Fee	Ref	Language
£5,150 GBP	**MS107**	**English**

Introduction

This training course teaches participants how to apply the fundamental principles, concepts, theories, tools, and techniques of selling in their roles. Whether you're new to marketing or need a refresher, it provides a clear understanding of the essential principles as well as best practices. Participants will leave understanding how to think, act, and speak like a marketing professional. They will create a winning marketing strategy and be prepared to explain to executives and other team members how it will add value to patrons and thus the organisation.

This course will highlight:

- Identifying and understanding customer needs and demands
- Choosing which markets to enter
- Developing products and services that satisfy your target markets
- Clearly explaining the advantages of your products and services
- Persuading potential customers to get what you sell
- Proving your efforts have led to improved revenues, profits, and market share

Course Objectives of Essential of Marketing

By the top of this course, participants are going to be able to:

- Explain the key marketing concepts and the way marketing fits within their organisation
- Apply the marketing mix in their role and team
- Understand the factors that influence B2B and B2C customer behaviour
- Share how customers make buying decisions and influence marketing activities
- Explain pros and cons of the communication tools and choose the foremost effective for engaging customers

Course Methodology of Essential of Marketing

This course combines presentations that share both theory and industry best practices with practical sessions in accordance with adult learning and blended learner-centred principles. The participants will have opportunities to place into practice the talents they develop and enhance

during the course and make the foremost of small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays, and discussions and can spend time working one-on-one and in small groups to resolve the challenges participants face.

Organisational Impact of Essential of Marketing

Upon attending this course, the participants will return to their organisations with a broader understanding of how marketing activities support business objectives, including:

• Using analysis of the business micro and macro environments to planning marketing activities
• Using marketing mix strategies to maximise product and repair sales volumes, revenues, profits, and market share
• Ensuring business priorities and activities are linked to customer expectations and marketplace realities
• Developing and manage marketing communication activities that are linked to and support business priorities
• Being ready to explain and win support for marketing activities with their peers in other departments and with senior business leaders

Personal Impact of Essential of Marketing

This course will help the participants to strengthen their marketing capabilities, including:

• Understanding of every of the weather within the marketing system and the way their role and team slot in
• Increased confidence in managing relationships with customers, suppliers, executives, and colleagues
• Developing a customer-centric mindset, ensuring the customer's voice is heard and valued during discussions, and deciding
• Developing and delivering effective marketing communication campaigns in-house and with external creative agencies
• Enhanced verbal and non-verbal communication skills
• Applying marketing principles to become more customer and marketplace focused

Target Audience of Essential of Marketing

This course is for people working in marketing and PR who don't have knowledgeable marketing qualifications and need to check their capabilities against industry best practices, including managers and practitioners.

This course may be a suitably wide selection of execs but will significantly benefit:

• Media Relations
• Community Relations
• VIP Relations & Protocol
• Digital Marketing
• Advertising
• Event Management

- Investor Relations and Financial PR
- Employee Internal Communications
- Corporate and Government Affairs
- Brand Management
- Corporate Communications
- Product Publicity & advertisements

Course Outlines of Essential of Marketing

DAY 1

Principles of selling

- Role and performance of selling within Different Organisations
- Applying the 8 Key Marketing Concepts in Practice
- Definition of selling, Markets, and Marketplace Orientation
- Understanding the Micro and Macro Marketing Environments Impacting Your Business
- The 4 Key Marketing Stages
- Overcoming Communication Barriers within the Marketing Planning Process

DAY 2

Applying the 4P’s of the Marketing Mix

- Developing, Testing and Launching New Products and Services
- Managing Products and Services throughout their Life Cycle
- Selecting and Managing Marketing Channels
- Designing Pricing Strategies and Programmes
- Designing Effective Publicity and Promotion Campaigns
- Strategies to realise Marketing Objectives using the 4P’s

DAY 3

Listening to the Voice of the Customer

- Defining the 6 differing types of consumers
- Methods for Segmenting Customers and Approaches for Effective Targeting
- Decision-making Units and Stages within the Buying Process for B2B and B2C Customers
- Creating and Growing Relationships through a Marketing Funnel and Customer Touchpoints
- Techniques for Continually Hearing the Customer's Voice
- Formulas for Measuring Customer Satisfaction and Corrective Actions

DAY 4

Communication and Engagement in Practices

- Stages in Developing Effective Customer Communications
- Developing Clear Messaging and Appeals
- Advantages and drawbacks of data communication Tools
- Advantages and drawbacks of Traditional Communication Tools
- Leveraging Social Media Apps to extend Marketing Effectiveness
- Scheduling using Production Timescales and Posting Calendars

DAY 5

Essential Personal Skills for Marketing

- Enhanced Active Listening and Questioning Skills
- 12 Golden Rules of Writing All Journalists Learn
- Relationship Building Rapport, Trust and Credibility
- Dealing with Distractions and Managing Time
- Public Speaking: Expressing Ideas Clearly, Confidently and with Impact
- Developing and Sustaining Relationships with Suppliers

Register or ask about this course online

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