

MARKETING

INTRODUCTION TO MARKETING

Description & Objectives:

Trainees will learn the fundamentals of marketing and explore the relationships between companies, their customers and their competition. They will examine concepts that are integral to the field of marketing including marketing environment, customer behavior, marketing research, product analysis, distribution, pricing strategies and promotion. They apply these concepts in solving marketing problems.

Target Audience:

- This course is especially useful for marketing managers having to prepare a marketing plan for the first time.
- Students and entrepreneurs who would like to learn a little about this course from scratch without taking a full course.

Training Period:

- 30 hour

BUDGET AND FINANCIAL MANAGEMENT

Description:

This course will help you understand the "macro" big picture and "micro" line item context and trends of finance - as well as the mechanics of developing budgets. It will give you the necessary tools to make sound financial decisions for your business unit. Whether your goal is to stay on budget, increase overall cost savings or meet specific profitability targets, real-world exercises will help you become familiar with standard financial documents, and use budget and estimating methods and tools more effectively.

Objectives:

The trainees learn how to:

- Ask the right questions to successfully create, present, monitor and manage a budget
- Persuasively negotiate for financial resources
- Communicate financial information and results to stakeholders, executives, colleagues and project teams
- Correlate budget success with its presentation in financial reports
- Recognize the relationships between primary financial statement line items by calculating and examining relevant financial ratios

Target Audience:

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts
- College students who are currently enrolled in a traditional budget and financial management course and who would like some additional materials to review.

Training Period:

- 30 hour

STRATEGIC MARKETING PLANNING

Description & Objectives:

Learn how to develop and write a comprehensive marketing plan. Examine how marketing plans change with the life cycle or market conditions of a product or service. You develop a model marketing plan that includes an analysis of competition, pricing, promotion, distribution, and building the value proposition. Special emphasis is placed on adopting and maintaining a customer orientation when creating marketing plans.

Target Audience:

- This course is especially useful for marketing managers having to prepare a marketing plan for the first time.
- Students and entrepreneurs who would like to learn a little about this course from scratch without taking a full course.

Training Period:

- 30 hour

SALES MANAGEMENT

Description:

This course commences with the theory and skills of professional selling and leads to a practical selling project. The sales management function is examined in depth.

Objectives:

- Learn The key components of an effective Sales and Operations Planning process
- Learn How to implement a quick-hit S&OP process using the five-step approach
- Learn How to achieve a consensus demand forecast for use in supply chain planning
- Learn How to identify and present supply constraints
- Learn How to create and use sales, production and inventory
- Learn Plan templates to balance supply and demand
- Learn How to create and use a supply chain score-card
- Learn How to apply the principles of exception in S&OP

Target Audience:

- This course is especially useful for marketing managers having to prepare a marketing plan for the first time.
- Students and entrepreneurs who would like to learn a little about this course from scratch without taking a full course.

Training Period:

- 30 hour

CONSUMER BEHAVIOUR

Description & Objectives:

Students will explore buyer behavior and motivation using key theories from various social sciences (including Anthropology, Sociology and Psychology) and apply these theories in contemporary marketing situations.

Target Audience:

- This course is especially useful for marketing managers having to prepare a marketing plan for the first time.
- Students and entrepreneurs who would like to learn a little about this course from scratch without taking a full course.

Training Period:

- 30 hour

ADVERTISING

Description:

This course introduces the field of contemporary advertising and promotion. The client/agency relationship is analyzed and the current theory and practice of developing an overall communications program is examined.

Objectives:

This course aims to provide students with a thorough understanding of current debates in advertising and promotion theory and how these debates affect management decisions.

Also by the end of this course student will:

- Discuss different promotion theories and their implications for decision makers.
- Demonstrate understanding of the limitations of media vehicles and the research relating to these.
- Recognize the role played by “below the line media” in promotion mix decisions and their effectiveness.
- Demonstrate understanding of the measures used to evaluate promotion and the limitations of these measures.

Discuss the ethical and legal factors that constrain promotion

Target Audience:

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts.

Training Period:

- 30 hour

SMALL BUSINESS ESSENTIALS

Description & Objectives:

Trainees will learn the fundamentals of small business ownership in a Canadian context. They will learn business-planning essentials such as environmental and marketing analysis, ownership options, operational design, production, and finance to facilitate integration of these into a business plan. They will also learn a variety of challenges associated with managing an ongoing firm.

Target Audience:

- This course is especially useful for marketing managers having to prepare a marketing plan for the first time.
- Students and entrepreneurs who would like to learn a little about this course from scratch without taking a full course.

Training Period:

- 30 hour