

CBP Marketing



Course Overview

The CBP Marketing course is geared towards persons interested in pursuing a career in marketing or improving their marketing skills. The 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. If a practical approach to marketing in any environment is what you need, then this is the course for you.

The first part of the course introduces the challenges of marketing and teaches some of the essential skills needed to address these challenges and be successful at marketing. It also gives direction as to how to develop a marketing plan, understand consumer behaviour, 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 part 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 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.

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.

What you will receive

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

Certification Preparation

This module prepares candidates to sit 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 Behaviour

- Define consumer behaviour
- Consumer buying decision process
- Consumer behaviour and its affect on purchases
- Four behaviours consumers exhibit prior to purchase
- Consumer behaviour and its affect on marketing plans
- Factors that influence consumer behaviour

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 plans 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 presentations

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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 website
 - 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

