
SIMPLE MARKETING CONCEPTS FOR BUSINESS

MICROCREDENTIAL

NHTI BUSINESS & TRAINING CENTER

NHTI, CONCORD'S COMMUNITY COLLEGE

Simple Marketing Concepts for Business

4 Sessions - 2 hours per session

INTRODUCTION TO TOPIC

This course is designed to cover the most important principles of product and service marketing. You will learn how to apply the 4 P's of the Marketing Mix (Product, Price, Place, and Promotion), as well as how to do a proper analysis of your business and external environments. By walking through the concepts with real-life examples, you will have the ability to apply insight to your own operations. Participants will also spend time working through their mission, vision, and core values with the purpose of preparing for strategic planning.

Participants will review theory, see examples, and work through their own scenarios to produce real ideas for the possibility of implementation. The material is the same marketing theory offered to undergraduate and graduate students in today's educational institutions, with real life application. The goal for this course is for business professionals to implement proven marketing theories into their own business to reach their business goals.

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Topic 1: The 4 P's of the Marketing Mix- A Review and Discussion

Description: These crucial components of marketing guide businesses to consider all aspects of their product or service before launch or during periods of evaluation.

- Product - What unique product or service do you offer?
- Price - Considerations for pricing strategy
- Place - How do you get your product or service into the hands of your customers more effectively?
- Promotion - Target audience, message, and promotional mix evaluation

Topic 2: SWOT Analysis

Description: A review and exercises designed to identify the internal and external environments of a business with the goal of addressing opportunities and threats.

- SWOT - Strengths, Weaknesses, Opportunities, and Threats
- Internal and External analysis
- Environments to consider for analysis

Topic 3: Mission, Vision, Core Values

Description: Looking at a business strategically means examining the main purpose for the existence of the business. It is crucial to identify the mission, vision, and core values of a business before creating any marketing plan.

- Mission - What you do
- Vision - Why you do it
- Core Values - What drives your behavior and decision making
- How mission, vision, and core values fit into marketing

Topic 4: The Marketing Plan

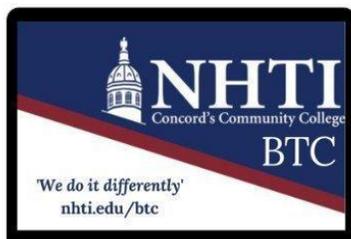
Description: Pulling together all that has been reviewed in previous sessions, participants will outline a basic marketing plan, including research, target market, positioning, pricing, product, goals and objectives, and an outline for plan evaluation and analysis.

- Outline for full plan
- Template for one page plan
- Options for execution and evaluation

ABOUT THE INSTRUCTOR

An MBA in Strategic Leadership graduate from New England College, Joanne Randall has spent her career working in management and business. Her Bachelor's degree is from the Whittemore School of Business and Economics at the University of New Hampshire. She is the creator and host of previous radio shows such as NH Women in Business Radio and Marketing Mojo Radio. Joanne is the author of the popular children's book, [The Adventures of Largo and Shelby](#). She currently manages operations for her business, [Leap Year Marketing Strategies](#) and is an adjunct Professor of Marketing and Business at New England College.

Her background includes management, sales, marketing, retail, human resources, and small business social media development. Joanne has over twenty-five years of experience in the marketing field. Joanne specializes in content marketing strategy consultation and marketing plan creation and execution for clients. Joanne has been a business and marketing guest lecturer at numerous New Hampshire universities, businesses, and Chambers of Commerce. Joanne frequently hosts marketing seminars and serves as a guest lecturer around New England.



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- *Allison Mollica, Director*