

Marketing is everywhere. Formally or informally, people and organisations engage in a vast number of activities that we could call marketing. Effective marketing has become an increasingly vital ingredient for business success. And marketing profoundly affects our day-to-day lives. It is embedded in everything we do – from the clothes we wear, to the web sites we click on, to the ads we see. Effective marketing is no accident, but a result of careful planning and execution. It is both an art and a science – there’s a constant tension between the formulated side of marketing and its creative side.

The Course at a Glance:

From a managerial point of view, marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders. Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

Marketers are skilled at managing demand: they seek to influence the level, timing and composition of demand. Marketers are involved in marketing many types of entities: goods, services, events, experiences, people, places, properties, organisations, information and ideas. They also operate in four different marketplaces: consumer, business, global and not-for-profit.

Marketing is not done only by the marketing department. Marketing needs to affect every aspect of the customer experience. To create a strong marketing organisation, marketers must think like executives in other departments and executives in other departments must think more like marketers.

What will I achieve from this course? By the end of this course you will be able to:

- Know who marketers are and where they work, and understand marketing’s role in the company.
- Define what marketing is and describe how it provides value to everyone involved in the marketing process.
- Discuss the range of services and goods that are marketed.
- Understand value from the perspectives of customers, producers and society.
- Understand the basics of marketing planning and the marketing mix tools used in the marketing process.
- Describe the evolution of the marketing concept.

This course is one of the steps leading to achievement of the following Units of Competency:

BSBMKG501B Identify and Evaluate Marketing Opportunities

BSBMKG502B Establish and adjust marketing mix

BSBMKG602A Develop a Marketing Plan

How long will this course take?

- This course is delivered over two 4-hour sessions.
Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.

