



VENUE: VOILA HOTEL, BAGATELLE | DATE: 28 – 29 JUNE 2023

ABOUT MARKETING ESSENTIALS

Marketing is much more than just selling and promotion. It is the basis of a good business and is often a prerequisite for the success of many organizations in today's challenging competitive marketplace. Evolving customer needs and expectations, new technologies and heightened competition warrants many businesses to build their marketing capability. **This 2-day Marketing Essentials** covers a wide array of marketing concepts which take your executives through the basic principles, in a way that equips them to develop their own strategic marketing plans and marketing insights.

COURSE OBJECTIVES

- Understand fundamentals of marketing
- Learn how to market to consumers
- Understand the marketing environment
- Understand the development of products and services
- Learn how to develop a cohesive marketing plan

COURSE METHODOLOGY

Marketing Essentials is interactive and participatory, including presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing.

Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participant will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.

WHO SHOULD ATTEND

Marketing Essentials is for staff who desire to improve their marketing skills and knowledge both on a personal or professional level.

FEES AND REFUND:

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of up to 75% from HRDC.

Fees include lunch, tea breaks and training materials.

COURSE OUTLINES

Day 1

- Fundamentals of Marketing
- Emerging marketing trends
- Key components of the marketing process
- The 3Cs – Customer, Company, Competition
- Consumer needs, behaviour and expectations
- The 4Ps' of marketing Mix and the 7Ps'

Day 2

- Marketing of services v/s products
- Situational Analysis
- The External Environment (PESTLE)
- SWOT Analysis
- STP – Segmentation, Targeting, Positioning
- IMC – Integrated Marketing Communications
- Developing and monitoring a cohesive marketing plan

TRAINER: AMARESH RAMLUGAN



Amaresh Ramlugan is the CEO of The Concrete Agency (tca.mu), a leading full-service marketing communications agency. He is a seasoned professional with over 20 years' work experience, his prior roles include Head of Marketing & Corporate Affairs, Barclays Bank and Head of Marketing & Communications, State Bank of Mauritius. He holds an MPhil in Management Coaching as well as an MPhil in Development Finance from the University of Stellenbosch Business School.



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