

“The Essentials for Effective Marketing” Course

PROGRAMME OBJECTIVES:

- To clearly communicate and effectively demonstrate the key marketing techniques and principles, as fundamental guidelines, *for best marketing practice.*
- To understand the scope, organisation and job responsibilities of today’s marketer.
- Particular focus on positioning, communication development and the marketing plan.
- To help develop a common marketing culture, a shared sense of purpose and to gain a more international marketing perspective.
- To have a beneficial, challenging and enjoyable marketing training and development experience for your team.



RSA VISION STATEMENT

“To be the most valued by those who most value high quality marketing training.”

YOUR QUESTIONS ANSWERED

Who will Benefit?

All your marketing team, up to and including Marketing Manager level, plus Marketing Services, Export Marketing and Trade Marketing. Course is particularly suitable for marketers who are new to their jobs, management working in non-marketing functions that require a fuller marketing appreciation and for Marketing Agencies who want a deeper client marketing understanding.

Attendance Numbers?

From 6 up to a maximum of 18.

Length of Programme?

The content, as outlined, is covered over two consecutive days, but the Programme is of a modular design and can be effectively shortened and delivered in 1 or 1½ days to meet client’s Objectives.

Programme Venue?

Client’s decision and cost, but RSA will provide advice and Course Planning Guidelines Checklist of training requirements and a suggested participant’s Joining Instructions Letter.

What learning methods are used?

All RSA marketing training is delivered on a confidential in-company basis. This results in the content being covered in greater depth, with the marketing training geared to a client’s specific objectives, culture and budget. Frequent showing of many examples (including from client), relevant case studies, TV/press advertisements, inter-active open discussion and working in different syndicate groups/teams are used.

Full summary handouts of presentation slides are issued after each training session. Issue of printed documentation, RSA binders, Glossary of Marketing Terms, Reading List and Attendance Certificates. Participant’s evaluations are completed at the end of the Programme. A full de-brief feedback analysis meeting is held with the client after Programme is completed.

WHO WILL LEAD AND DELIVER THE MARKETING TRAINING?



Richard Suthons

All RSA marketing training is devised, produced and delivered by Richard Suthons, Managing Consultant of Richard Suthons Associates.

Richard founded RSA in August 1994, following over 25 years senior marketing experience with Cadbury Schweppes, Kenco Coffee, Premier Brands, General Foods, Kraft Foods and Maxpax International.

Richard is a highly experienced and skilled marketing training consultant, who has now delivered 400+ marketing Workshops in the UK, USA, Europe, Asia, Middle East and Africa, to 3,500+ marketers, from 78 countries. This equates to 8,500+ delegate-training days, from 60+ major companies, with an average 93%+ “Very Good” participant evaluation return.

Richard is a Chartered Marketer of the Chartered Institute of Marketing, Member of the Institute of Directors, Member of the Institute of Management Consultancy and Member of the Chamber of Commerce.



WHAT WILL PARTICIPANTS LEARN FROM THIS PROGRAMME?

Day 1:

- What is Marketing?
Short history; Definition;
Why so important?
- Difference between marketing and sales
- What does "good" marketing include?
- Analysis, Strategy, Programmes, Controls
- Changing marketing trends and concepts
- Business culture and impact on marketing
- Tasks, role and organisation of today's marketing function
- How should today's marketer spend their time?
- Key Marketing Characteristics for success
- The Marketing Mix - 6P's:
 1. Product (Features & Benefits; Lifecycle model; Boston Matrix; Strategic Marketing Options; Product vs. Brand)
 2. Price (Pricing strategies; profit effect on price reduction)
 3. Place (Distribution; Power of retailers; Point of Purchase; Away from Home opportunities)
 4. Promotion (Advertising; Sales Promotion; Public Relations; Personal Selling - definitions; AIDA communication process; Understanding consumer buying system)
 5. People (Particular importance for service businesses)
 6. Positioning



Day 1: (continued)

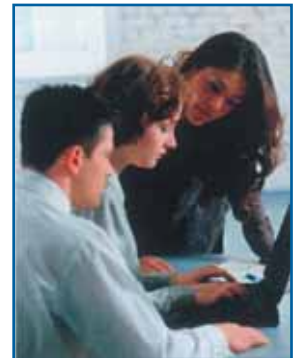
- Huge choice today; Positioning Statement; Key elements; Target; Source of Business; Point of Difference + Reason Why? Big Brand examples; The Benefit Ladder© + examples
- Positioning Case Study - Syndicate session and feedback
- 10 Profitable Positioning niche questions
- Promotions - Definition; Strategies and Tactics; Questions; Rules
- Sponsorship + examples; Event Marketing
- Direct Marketing - Definition; When to consider? DM Media? Data Base Principles
- Building Brands on the Net
- Effective Tips for Exhibitions; Budgeting; Road Shows
- Achieving Incredible Customer Service; Key Tests; Elements
- IKEA Case Study

DAY 2:

- Importance of brand building - Definition; Big Brand examples
- Changed Brand market, environment and consumer attitudes
- Key Elements of Marketing Communication
- RSA Communication Development Document© - Key elements
- Communication channels and options to choose from?
- The Communication Plan©
- What makes "great" advertising? Importance of IMPACT; Setting Advertising Objectives
- Market Research - Segmentation (Geographic; Demographic; Psychographics; Life Style; Usage; Benefit; Decision Process)
- Desk Research; Types of Questions? MR Methods; The Brief

Day 2: (continued)

- New Product Development/Innovation - Three Key Stages; NPD Matrix; Causes of NPD failure? Criteria for success? Examples
- Competitor analysis, intensity and types
- Understanding Brand's financial performance; P&L Account; Allocating Advertising & Promotions Marketing Budget
- Understanding and Setting Objectives, Strategies and Plans
- The Marketing Plan; Definitions; Elements
- Content of the Brand Plan
- Marketing Proposals Recommendation format
- Selecting and appointing Marketing Agencies; Agency responsibilities to the client, Consumer and Brand
- Marketing Agency/Supplier Agreements
- Client/Agency Relationship Building
- Top Ten Marketing Principles
- Forward Marketing Challenges; Global Issues; Strategic examples
- Role of marketing today and tomorrow? Trends of 2000's; Big global issues and challenges
- Being marketing-led in practice; Eight golden rules of marketing



WHAT DO SOME CLIENTS SAY ABOUT RSA? . . .

"For over six years RSA have provided training services for us. During this time over 1,150 marketing participants have attended Richard's courses. Richard's on-course written evaluations averaged 93% 'Very Useful' and verbal delegate feedback has always been highly positive. We recommend his company to you." INTERNATIONAL MARKETING TRAINING DIRECTOR - of biggest packaged goods company in the world

"Richard's commitment and effort throughout the Programme have been excellent and the content and delivery style has been very well received. I would have no hesitation in recommending Richard to provide marketing training to other organizations." GROUP PRODUCT MANAGER - of leading UK cereal company

"Many thanks again for the training. I have every confidence that my pretty good team are going to be real experts by the time you have finished with them!" HEAD OF MARKETING - of one of the biggest UK shopping centres

"Thanks again for delivering the Marketing Seminar. The feedback from everybody was excellent." SALES & MARKETING DIRECTOR - of leading international design agency

"Thank you very much for the recent course that you delivered in Cape Town. It was most informative and very well run" BRAND MANAGER - of leading global confectionary and foods business

"Many thanks for your excellent marketing training presentation to our members, which we found informative and well targeted. I look forward to the next time." PROJECT OFFICER - of UK group of smaller food and drink companies

"We train the marketing teams to meet the challenges of tomorrow - your success is our success."
- RICHARD SUTHONS

For more information - on a totally non-commitment and confidential basis - contact Richard:



RICHARD SUTHONS ASSOCIATES
MARKETING TRAINING & CONSULTANCY SOLUTIONS



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