



Management  
Centre Europe®

A photograph of a man with glasses and a beard, wearing a plaid shirt, smiling while working on a laptop. The image is partially obscured by large, overlapping geometric shapes in shades of blue and red. The background is a light blue gradient.

**MCE Services**

**Fundamentals of Marketing**  
*Your Action Plan for Success*

**Live Online**

# What are Live Online Programmes?

MCE in partnership with our parent company AMA is now offering **Live Online Training** in the EMEA region. You can access these scheduled live stream training programmes from anywhere. They cover the key business topics of our top Open Training Programmes.

## What are Live Online Training Programmes?

- 3 or 4 scheduled sessions of 3 hours
- delivered to small groups in a virtual classroom with an online video meetings tool
- interactive with breakout rooms and discussions
- facilitator led with live interaction



***Avoid hotel and travel costs and minimize the time away from work.***



**No Travel Needed**

## Key Benefits

- Variety of activities that create a live and dynamic learning experience
- Real-world advice from practitioners in the field
- Online, virtual, convenient, high-quality and consistent learning
- Cost-effective and no travel necessary
- Live, personal feedback from your facilitator and peers

# Fundamentals of Marketing

## Your Action Plan for Success

### SESSION 1 (3 hours)

#### Marketing Overview

- Define Marketing
- Identify the Role of Marketing
- Contrast Strategic Business Plans with Annual Marketing Plans

#### Market Analysis

- Describe Approaches to Gathering Marketing Information
- Identify Macro-Environmental Trends That Impact a Business
- Define Key Differences Between B2B and B2C Markets
- Conduct a Competitive Analysis
- Develop a SWOT Analysis

### SESSION 2 (3 hours)

#### Segmentation, Targeting, and Positioning

- Write SMART Marketing Goals
- Compare Mass Marketing to Segmentation Marketing
- Analyze Customer Segments in Order to Select Target Audiences
- Write a Positioning Statement

### SESSION 3 (3 hours)

#### Marketing Mix

- Explain How the Four Ps Align with One Another
- Describe How a Product Itself Can Impact Marketing Efforts
- Explain Various Pricing Objectives and Strategies
- Discuss How Channels of Distribution Impact Marketing Decisions
- Define Objectives and Strategies for Core Modes of Communication

### SESSION 4 (3 hours)

#### Creating Customer Value

- Describe How to Create Customer Value, Satisfaction, and Loyalty
- Define Net Promoter Score as a Measure of Customer Loyalty
- Identify Ways Organizations Cultivate Customer Relationships
- Create an Approach to Developing Marketing Action Plans and Budgets

**Live Online**



**Dates**

#### Group #1 – 4 sessions

- 14:00 - 17:00 (CET)

**27-28-29-30 APRIL 2020**

#### Group #2 – 4 sessions

- 14:00 - 17:00 (CET)

**25-26-27-28 MAY 2020**

#### Group #3 – 4 sessions

- 14:00 - 17:00 (CET)

**8-10-15-17 JUNE 2020**

**Practical  
Details**

**Schedule :** 4 SESSIONS of 3 hours each

**Language :** English

**Price :** €2150

**Format :** Online

→ Key Facts

# About MCE



**400,000**

*Participants on MCE training  
programmes since 1961*



**59 years**

*Providing Learning &  
Development (L&D) services in  
the EMEA region*



**1,700**

*Client companies which we have  
worked with delivering customized  
& in company learning solutions*



**6,200**

*In Company Training Solutions  
delivered in more than  
94 countries*



**50+**

*Open Training Programmes  
running throughout the  
EMEA region*



**10,000**

*Managers & Leaders inspired by  
MCE's management development  
solutions each year*



**Contact us Today**