

MARKETING

MARKETING FUNDAMENTALS Training

BBF CONSUMER CENTRICITY Program

Successful marketing is based on **solid fundamentals**. In recent years, the variety and complexity of marketing activities has increased significantly, and especially young marketers often miss the big picture. Our two-day MARKETING FUNDAMENTALS training offers a **sound overview of the key marketing concepts** and how they work together, thus creating the basis for well-reasoned decisions. All BBF Business Facilitators **have broad marketing experience** and enrich the training with their personal examples.

Objective:

The purpose of this training is to make participants familiar with the **fundamental marketing concepts**. We will explain the theory, show several inspiring case studies and examples, and practice the acquired knowledge in a number of exercises.

Target Group:

- ✓ Junior Marketing Manager

Content:

- ✓ The secrets of successful brands
- ✓ The power of differentiated target groups and in-depth consumer understanding
- ✓ Brand positioning - What counts?
- ✓ Developing powerful concepts and insights
- ✓ Creating brand value with integrated marketing communication
- ✓ Customer Experience Journey

Methods:

- ✓ Theory Overview
- ✓ Case Studies
- ✓ Group exercises
- ✓ Discussions

Duration:

- ✓ 2 days

Participants:

- ✓ 12-20 participants

Preparation:

- ✓ None

Contact us for a specific and tailor-made offer: start@berges-facilitation.de www.berges-facilitation.de