

# THE ESSENTIAL SERIES

*for entrepreneurs.*

## ESSENTIAL MARKETING SKILLS

WED SEP 27, 2017

9 - 11 am | NC State Springboard

Just having the best product on the market isn't enough! To be successful, you need to understand your marketplace and what drives your customer's buying decisions.

In this course, you'll get best practices and techniques for analyzing markets and identifying your customers and competitors. You will learn how to align the 4Ps of marketing with your products, services and customers to create a unique and cost-efficient marketing mix specific to your business.

### *what you'll learn*

- Defining the basic components of a strategic marketing plan
- Identifying your key marketing challenges
- Defining critical marketplace data and how to execute basic market research
- Understanding and applying the 4Ps of marketing to your business
- How to conduct a SWOT analysis
- Your unique position in the market
- Components of the marketing mix and how to integrate them for your unique situation

### *who should attend*

- Owners and executives who need tools to develop, write and execute their strategic marketing plan
- Business owners who lack formal marketing education or who would like a refresher course
- Entrepreneurs who want to take a fresh look or gain a better understanding of the customers and the competitive environment.
- Other staff members who need a clearer understanding of how marketing can make your business profitable and successful.

### *registration*

\$45 registration fee covers training, materials and parking

**REGISTER NOW!**

### *location*

Springboard Executive Conference Room 205  
Poulton Innovation Center  
1021 Main Campus Drive

### *about the series*

A series of educational seminars designed to deliver hands-on learning, best practices, and techniques and tactics of interest to Entrepreneurs who want to grow their business.

Each hybrid-learning session features instructor-led classroom sessions, complementary online resources, and pre- and post-exercises and assessment. Upon completion, you will have continuing support from our team as you design and implement personalized programs for your business. The learning tools and instruction for each session in the Essential Series has been developed by professionals with decades of experience in their fields in Corporate America.

BASIC MARKETING PRINCIPLES • DIGITAL MARKETING STRATEGY •  
RELATIONSHIP SELLING • HUMAN RESOURCES • FINANCE RELATED THINGS