



MARKETING FOR NON-MARKETERS

Marketing is all about giving consideration to consumers' views in the company strategy. Its purpose is to instil the customer dimension at all levels in the company, and to ensure the customer is satisfied and respected. The goal of marketing is to devise and implement policies, and to adopt good practices that comply with the market. This must all be done inside the complex, living entity that is a company. Each service and department must orient its activity toward creating value for customers. This underlying role of marketing implies relations with each entity. These relations can be more or less beneficial, easy or painful, depending on the circumstances. The purpose of this training course is to allow non-marketers to become familiar with the basics of marketing to help them incorporate this all-important aspect in their daily decisions. This course also sets out to improve relations between the marketing department and all other departments in the company. Good knowledge of marketing promotes better mutual understanding, improved communication and, as a result, a more fruitful exchange.

This programme is designed for:

- staff members who are not marketing specialists and who wish to understand the role of marketing and build marketing into their decision-making and the day-to-day running of their department (customer services, sales, production, R&D, etc.)
- people in regular contact with marketing teams who wish to understand marketing decisions so that they can communicate more effectively with the decision-makers (R&D, production, logistics, legal, financial departments)
- anyone thinking about joining their company's marketing team

At the end of this course you should be able to:

- define what marketing is and explain its role and function in the company as well as its limitations
- understand what makes marketing a valid approach
- interact more effectively with marketing departments

The management certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

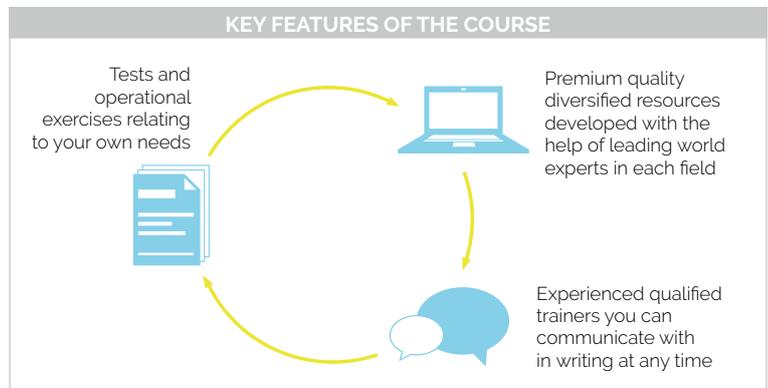
building marketing into all levels of business and taking into account client needs when you make decisions about products and services, pricing, distribution and communication
improving interaction with marketing departments by understanding what they do

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

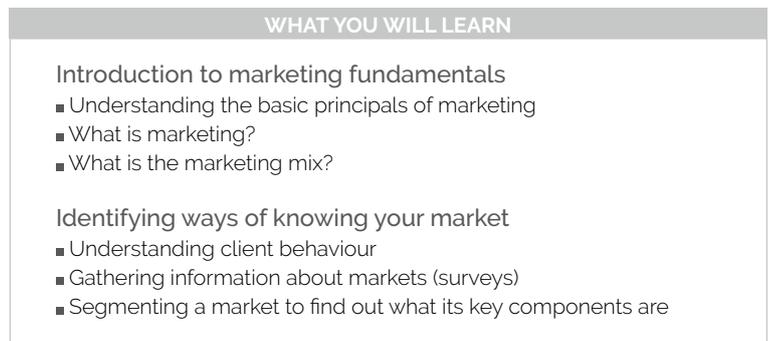
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

