

Marketing Knowledge for Non-Marketing Manager

Background:

- Marketing is affect everyone's life. Marketing will affect other department's works. However, not everyone need to manage the marketing jobs.
- Marketing department is the window to connect with the customers, to service customers.
- Everyone should support marketing department to facilitate the business.
- In this program, there are many case study and activities to deliver sufficient marketing knowledge to the non-Marketing Managers.

Outlines:

Module 1: Basic Marketing Concept

1. Position of the Marketing and Sales Department
2. To provide the best value to customers
 - Cost of customer
 - Value of customer
 - Motivation analysis of buying behavior
 - Transfer value of customer
3. Customer focus marketing
 - What is the sources of the needs
 - Needs from self
 - Needs from competition

Module 2: Basic Marketing Theory

1. Push and pull of the sales
4. Difference between effective selling and efficient selling
5. Classical marketing mix
6. Pricing theory

Module 3: Responsibilities of the Sales and Marketing Manager

1. Responsibilities of the marketing department
7. Tasks of the marketing department
8. Work with marketing department for the training

- Importance of the training
- Methods and principles of the training
- Training from factory department
- Training from finance department
- Training from HR department
- Training from R&D

Module 4: Sales Target Setup

1. How the managers' style affect the target
9. How to work with other departments for the target setting
10. True and false of target
11. Two ways of the target setting
12. Three steps of the target setting
13. How to setup the challenging target
14. How to work with Sales and Marketing for the target setting

Module 5: Evaluation of the Sales Performance

1. The comments from other departments
15. Principle to performance evaluation
16. Differentiate the evaluations and comments
17. Four dimensions of the evaluation:
 - Financial factors
 - Market factors
 - Customer satisfaction factors
 - Behavior factors

Module 6: Innovation of the Marketing

1. Innovation methods: improvement innovation, R&D innovation, and combination innovation
18. Product innovation
19. Channel innovation
20. Price innovation
21. Promotion innovation

Module 7: Communication between Marketing Department and others

1. Core factors of the communication
22. Three highway of communication
23. Concept of "Internal Customers"
24. End of the training: Review, Errands, Celebration