

Knowledge K05b - Marketing Management

Course Summary

Managing the success of the business

Introduction

Sales and marketing components of business development are covered now. The sales element covers discount policies, vendor specific objective evidence (VSOE), attach rates, and competitive and tactical strategies. The marketing element covers demand and lead generation, promotional materials and the implementation of customer, advisory and reference programmes.

As new technologies enter the training sphere, they have the potential to influence the way in which organisations gain a competitive edge through disruptive business growth. This is briefly discussed near the end.

Topics

- Marketing and the internet
- Promotional materials
- Marketing, public relations and promotional event
- Customer and training partner advisory meetings
- Customer reference programmes
- Disruptive business growth

Prerequisites

Foundation Series