



*Arizona Innovative Solutions Group
(Arizona-ISG)*

Marketing

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This workshop involves an integrated analysis of the role of marketing within the total organization. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the development and use of marketing strategies, and the discussion of international marketing issues.

- Fundamentals of marketing
- Marketing research, product development, and global considerations
- Channels of distribution, pricing, internet strategies and direct marketing



Outlines

- Examine the role of marketing in satisfying society's wants and needs.
- Express the relationship between marketing strategies and consumer purchase behaviors.
- Define elements of the marketing mix.
- Illustrate the interdependency among the elements of the marketing mix.
- Describe ethical and unethical marketing policies and behavior.
- Relate the role of marketing to the context of an organization's overall mission and goals.
- Identify target markets through segmentation analyses.
- Identify the process and value of market research.
- Relate marketing research to the development of a strategic marketing plan.
- Define product differentiation, lifecycle, and positioning.
- Determine the types of information required for developing market strategies.
- Distinguish between the socioeconomic and political roles of marketing in foreign and domestic markets.



Outlines

- Analyze the impact of globalization on designing and implementing strategic marketing plans
- Give examples of the factors that influence the selection of channels of distribution.
- Differentiate among wholesale, retail, and direct channels of distribution.
- Compare and contrast price penetration and skimming strategies.
- Examine current changes in the retail channel of distribution.
- Identify tactics involved in executing e-business marketing strategies.
- Analyze the differences between channels of distribution and physical distribution.
- Identify trends in Internet marketing with regard to channel of distribution and pricing strategies.
- Identify marketing scenarios in which push versus pull strategies are most appropriate.



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