



## Marketing and Sales

**Description:** *A small marketing budget doesn't mean you can't meet your goals and business objectives – you just have to be more creative in your marketing tactics. This course will show participants how to get maximum exposure at minimum cost. By the end of the course, participants will: Recognize what is meant by the term “marketing.” Discover how to use low-cost publicity to get their name known. Know how to develop a marketing plan and a marketing campaign. Use time rather than money to market their company effectively. Understand how to perform a SWOT analysis.*

**Session One:** Course Overview.

**Session Two:** Pre-Assignment Review

**Session Three:** Defining Marketing

**Session Four:** Recognizing Trends

**Session Five:** Market Research

**Session Six:** Strategies for Success

- Top Ten Strategies for Success
- Identifying Opportunities, Part I
- Identifying Opportunities, Part II

**Session Seven:** Mission Statements

**Session Eight:** Brochures

**Session Nine:** Trade Shows

- Why Attend a Trade Show?
- Preparing for a Trade Show

**Session Ten:** Developing a Marketing Plan

- The Four P's
- SWOT Analysis
- A Simple Marketing Plan for Small Budgets

**Session Eleven:** Increasing Business

**Session Twelve:** Saying No to New Business

**Session Thirteen:** Advertising

**Session Fourteen:** Networking

- Workshop Wrap-Up