

Module 02: Marketing

TABLE OF CONTENT: MARKETING	2
MODULE	2
BASIC Chapter: Introduction	6
What is marketing about ?	7
BASICChapter: Corporate Identity	8
For which reason do I need a clear vision ?.....	10
BASICChapter: Market analysis and research	12
Market analysis.....	14
SWOT-Analysis.....	18
Market research	20
BASIC Chapter: Marketing concept.....	23
Goals of marketing.....	24
Marketing strategy	26
ADVANCEDChapter: Corporate identity.....	27
Corporate philosophy	29
Corporate objectives	32
Corporate strategies	33
ADVANCEDChapter: Market analysis and research	35
Branch analysis	37
Target group analysis	40
Competition analysis.....	43
ADVANCEDChapter: Product	45
Product development.....	47
Copy strategy.....	48
ADVANCEDChapter: Price.....	50
Pricing.....	51
Price strategy	53
ADVANCEDChapter: Place.....	54
Distribution strategy	56
ADVANCEDChapter: Promotion	57
Advertising strategy (USP).....	59
Advertising budget	60
Marketing instruments.....	62
Timetable for promotion acitivies	63