

The Systems 3 Group Mentor Program... moving businesses to the next level.

- ✓ *Want to know who needs your products or services?*
- ✓ *Need to match what you can do to unique needs in the market?*
- ✓ *Need an easy-to-follow action plan to connect with your market?*

Marketing—OE6

Course Description

This 1-day course will provide you with knowledge and skills to:

- Undertake **market research**
- Know the competition and the threats
- Select your **target or market niche**
- Understand the elements: Product, Place, Price and Promotion
- **Create a marketing plan** to deliver
- Monitor and adjust for results

Who Should Attend?

- Those wishing to **advance their organisations in the market**
- Business Development teams
- Sales and Public Relation teams
- Consultants wishing to start enhance their marketing skills

Special Features Of The Course

This course focuses on promotion. Following marketing models, you will create a plan that can be applied to promote your organisation.

Included In The Course

- Morning, afternoon tea and lunch
- **Course Manual: Marketing Fundamentals**, S3G, 2008

Course Overview

Concepts

- Marketing is an essential for business survival and growth
- Staying ahead of local and global competition needs plans and promotion
- Marketing needs management
- Organisations need to offer unique goods and/or services to keep ahead

Key Aspects

- Market research
- Knowing your competition
- Selecting your target market
- Product
- Placement/ Distribution
- Price
- Promotion
- Bringing it together marketing plan

HOW TO REGISTER

Price: \$5,500pp (inc GST) for the 10 month program. Please Enquire about our Mentoree Subsidy or \$495 for individual modules.

Phone: Toll Free (from within Australia) 1800 110 034

Fax: 61 7 3856 0099

? Questions
info@s3g.com.au

Course Calender
www.s3g.com.au



“ For me, it really helped simplify a daunting process. The case studies and real-life examples and the interactive discussion sessions really helped me fully understand what's required of me. ” **Melbourne, VIC**

The Marketing Process Crucial Steps and Elements

- **Conducting market research:** identify your potential customers, define their needs and wants
- **Knowing Your Competition:** Do you know what your competitors are doing? What are your competitors' strengths? Weaknesses? Are you competing on price? Product? Or quality?
- **Selecting Your Target Market:** Age, Gender, Occupation, Ethnic identity, Brand loyalty
- **The Four P's Of Marketing:** 1 Product 2. Place 3.Price 4. Promotion
- **How To Develop A Marketing Plan** -a written 'policy' of a market strategy, how long it is going to take to implement and complete
- The marketing mix that is going to be offered (either or all of the 4 P's), to which target market and for how long it is going to be offered
- What resources are going to be needed and at what rate?
- What results are expected?
- Control, so that it keeps the plan going in the right direction, and not diverting from the original design.

Group Discount (all public courses, 1 booking) : 3+ people 5% off total (within the same organisation)
5+ people 10% off total (within the same organisation)

Enquire about our *In-house Courses*

Environmental, Health & Safety:

- Environmental Management Systems Auditor (AE01)
- Occupational Health & Safety Auditor (AOH1)
- Integrated Environment, Health & Safety Auditor (EHS01)
- Environment, Health & Safety Internal Auditor (EHS02)

Health & Aged Care:

- Aged Care Quality Assessment (AA01)
- Aged Care Internal Auditor (AA03)
- Monitoring Systems - Taking Control (MA09)
- Retaining and Developing your staff (MA10)

Quality:

- Quality Management System Auditor (AQ01)
- Quality Management System Internal Auditor (AQ02)
- Laboratory Quality Management System Auditor (ALQ01)

Food Safety:

- Food Safety Management Systems Auditor (AFS01)
- Food Safety Management Systems Internal Auditor (AFS02)

OR:

We can address your **specific, key business and training requirements**. Please contact us for a **tailor-made, in-house course** proposal.

Fantastic Feedback

The evaluation of participant feedback forms from 2001 to 2007 reveals an average presenter satisfaction rating of 6.45 (on a rating scale from 0–7) and an overall course satisfaction rating from 6.35.

Our Expertise

All of the Systems 3 Group's trainers are currently practicing consultants. This means that they maintain current knowledge of operational methods, statutory requirements and enforcement criteria. In addition, all company trainers are tertiary qualified and company course designers hold Australian qualifications Certificate IV in Workplace Training and Workplace Assessor.

Our trainers are not 'career' trainers.

Instead, our trainers are experts in the industry—called upon by internationally recognised clients, often at crisis time.

This means students of our courses benefit from real-life, in-field experience and knowledge, with much of the case studies used in training coming directly from the field.

The bottom-line advantage to clients means students acquire practical knowledge at the front of their industry trends.

We have trained over 10,000 students and represent over 200 blue-chip clients internationally.



“ It was the round table and frank discussions regarding the outcomes that gave me the understanding of the full requirements. ” **Melbourne, VIC**