
COURSE DESCRIPTION

CHU005 – Working out a Marketing Concept for a Training Centre

Course goal

A professional and integral Marketing Concept contributes to the success of a Training Centre. This course seeks to impart the knowledge about Marketing, from the analysis of the current situation to the implementation and its evaluation.

Main learning objectives

The participants know how to make a Marketing Concept for their own Training Centre, i.e. how to develop marketing opportunities, strategies and the marketing mix and how to manage their own Training Centre specific marketing process.

Participant profile

Local ABB University managers, Training Centre managers and marketing and sales personnel of ABB Training Centres. As a representative example of how to make a Marketing Concept for a service product, the course is also suitable for service sales and marketing personnel, but will be restricted to the service of training.

Prerequisites

Little up to extensive experience in the management of a Training Centre and /or the marketing and sales of its training services.

Topics

- Analyzing the Current Situation
Environment (opportunities, threats), own training centre (strengths, weaknesses)
- Developing the Marketing Strategy
Objectives, market segments and submarkets, competitive marketing strategy, market communication strategy
- Developing the Marketing Mix
Product, price, promotion, place, person, physical environment, process
- Planning the Marketing Infrastructure
Resources, marketing information system, organization
- Plan Implementation and Control
Action plan execution and evaluation

Course type

This is a face-to-face class room training with min. 6 and max. 16 participants.

Learning methods and tools

Short lectures, reflection, exchange of experience, discussions individual and group work, transfer exercises. Document of reference is the "Course Developer's Guidelines & Standards" of the ABB University.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

3 days