
COURSE DESCRIPTION

CHV040 – Marketing Basics

Course goal

In this course, participants learn about the marketing basics. They get to know how a marketing concept is prepared for their own business, how to develop a marketing strategy as well as a marketing mix. Furthermore, the course teaches the significance of marketing for ABB.

Main learning objectives

Upon completion of the course, participants will be able to

- prepare a marketing concept for their own business, i.e. to analyse the market, to develop the marketing strategy and to assemble a proper marketing mix
- point out the significance of marketing for ABB and how it is embedded in the business plans of the division and the business areas.

Participant profile

Marketing, sales, and service personnel working with investment goods, industrial goods, or services business.

Prerequisites

First or already extensive experience in marketing and selling investment goods and services.

Topics

- Introduction
What is marketing? Differences between marketing for consumer goods, investment goods, and services; differences between marketing for standard products/components and marketing for systems
- Analysis of the starting situation
Environment (opportunities and threats), own company (strengths and weaknesses)
- Development of the marketing strategy
Goals, market segments and submarkets, competition strategy, market exploitation strategy

- Development of the marketing mix
Market offering (product), price, market exploitation (promotion), distribution (place), provider (person)
- Focus on industrial goods marketing:
*Product creation (market launch of a new product, significance of after-sales services)
Price setting (pricing in contested markets)
Communication/selling (buying-centre approach, i.e. a method for analysing and optimally supporting the contact person in the customer company in complex decision-making situations)
Distribution (management of internal and external sales channels)*
- Implementation and control of the action plan
performing and supervising the action plan

Course type

This is a face-to-face class room training with min. 10 and max. 16 participants.

Learning methods and tools

Lectures, practical examples, short case studies, workshops and discussions.

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

Duration

2 days