A Comprehensive Guide to Core Marketing Principles and Strategy Training Course

20 - 24 Apr 2026

Vienna

5700 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course offers practical and in-depth exploration of core marketing fundamentals, giving participants the essential knowledge and strategic thinking to drive business growth. It moves beyond theoretical concepts, focusing on how to apply proven marketing strategies and techniques in today's dynamic business environment. We will cover the entire marketing process, from understanding the customer to developing a winning marketing plan. Participants will learn to conduct thorough market analysis, define their target market, articulate a clear unique value proposition, and develop an effective marketing mix. The course is deeply rooted in modern consumer behavior and psychology, drawing on the influential work of academic authors like Philip Kotler, often regarded as the father of modern marketing, whose book Kotler on Marketing: How to Create, Win, and Dominate Markets is a foundational text. BIG BEN Training Center has designed this intensive five-day program to equip both aspiring marketers and non-marketing professionals with the foundational skills to make data-driven decisions, enhance brand awareness, and contribute significantly to their organization's overall strategy. By focusing on practical, real-world applications, this program ensures that every participant is prepared to implement a successful and ethical marketing campaign from day one.

Target Audience / This training course is suitable for:

- Marketing Assistants and Coordinators seeking a foundational understanding of strategy.
- Small business owners and entrepreneurs responsible for their company's promotion.
- Sales professionals who need to understand market positioning and customer needs.
- Non-marketing managers who collaborate with marketing teams.
- Recent university graduates entering the business or marketing field.
- Anyone interested in transitioning into a marketing career.

Target Sectors and Industries:

- Consumer Goods and Retail.
- Technology and Information Technology.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Government agencies and equivalents.
- Manufacturing and Industrial.

Target Organizations Departments:

- Sales and Business Development.
- Product Management.
- Corporate Communications and Public Relations.
- Market Research and Analysis.
- Brand Management and Advertising.

Course Offerings:

By the end of this course, the participants will have able to:

- Conduct a comprehensive market analysis and competitive assessment.
- Segment markets, select an optimal target market, and define effective positioning.
- Develop a powerful unique value proposition that resonates with customers.
- Formulate a complete and cohesive marketing mix (4Ps/7Ps) plan.
- Analyze consumer behavior drivers and utilize customer insights for better decisions.
- Create a structured and measurable marketing plan and budget.
- Measure the effectiveness of marketing campaigns using key performance indicators.
- Apply ethical marketing principles and legal considerations in all activities.
- Increase brand awareness and equity through consistent messaging.

Course Methodology:

This intensive program utilizes a highly interactive learning approach, ensuring the practical application of all learned concepts. The methodology is centered on adult learning principles, combining in-depth theoretical lectures with practical exercises. We will utilize real-world case studies and scenarios drawn from various industries, which allow participants to apply marketing principles in a simulated business environment. A significant portion of the course is dedicated to teamwork activities, including group projects where participants will develop a complete marketing strategy for a mock product or service, reinforcing the material on strategic marketing and marketing planning. Interactive sessions, including Q&A discussions and debates, encourage critical thinking and knowledge sharing. Feedback is continuous, with expert instructors from BIG BEN Training Center providing personalized coaching and constructive criticism on presentations and assignments. This comprehensive approach, which integrates marketing essentials with hands-on practice, ensures participants not only find out what to do but also learn precisely how to do it.

Course Agenda (Course Units):

Unit One: The Core of Marketing Fundamentals

- The evolving role of marketing in modern business.
- Defining and understanding the essential marketing process.
- Analyzing the micro and macro external marketing environment.
- Understanding customer needs, wants, and demands.
- Key concepts: value, satisfaction, and the exchange relationship.
- Introduction to the extended marketing mix (7Ps).
- Ethical marketing principles and social responsibility.

Unit Two: Deep Dive into Consumer Behavior and Market Insights

- Fundamentals of consumer behavior and decision-making.
- Developing effective market research methodologies for small and large firms.
- Techniques for gathering customer insights and marketing data.
- The stages of the consumer buying process for goods and services.
- Understanding business-to-business (B2B) versus consumer (B2C) markets.
- Creating detailed buyer personas for your target market.
- Analyzing psychological and social influences on purchases.

Unit Three: Strategy: Segmentation, Targeting, and Positioning

- The importance of market segmentation in a global environment.
- Criteria for effective market segmentation.
- Evaluating market segments and selecting the optimal target market.
- Developing a powerful positioning statement.
- Articulating a clear and compelling unique value proposition.
- Mapping competitive advantage and differentiation strategies.
- Introduction to competitive marketing strategy models.

Unit Four: Developing the Marketing Mix - Product and Price

- Product classification and developing product strategy.
- Managing the product life cycle and new product development.
- Branding decisions and building strong brand awareness and equity.
- Essential service marketing principles.
- Defining and establishing a pricing strategy.
- Understanding price elasticity and customer value-based pricing.
- Legal and ethical considerations in product and pricing decisions.

Unit Five: Developing the Marketing Mix - Place and Promotion

- Understanding the role of distribution and channels (Place).
- Designing and managing the marketing channel system.
- Fundamentals of integrated marketing communications (Promotion).
- Overview of major promotional tools: advertising, sales promotion, PR, and direct marketing.
- Planning and executing a focused marketing campaign.
- Setting marketing objectives and calculating the Return on Marketing Investment (ROMI).
- Creating a practical and measurable 5-day marketing plan summary.
- Frequently Asked Questions:

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

To what extent must a company adjust its core unique value proposition when entering a new, distinctly different international target market versus simply modifying its promotional tactics?

What unique qualities does this course offer compared to other courses?

This course stands out because BIG BEN Training Center has designed it to be a pure, practical boot camp in marketing essentials, focusing squarely on the application of strategic marketing concepts rather than a mere overview of tools. We do not just lecture on the 4Ps, we guide participants step-by-step through developing a complete, evidence-based marketing plan by the end of the fifth day. A key differentiator is our deep emphasis on consumer behavior and obtaining customer insights, ensuring that every marketing strategy developed is customer-centric and data-driven. We move beyond simplistic theory, using advanced case studies that challenge participants to apply concepts like positioning, market segmentation, and brand awareness to real-world business challenges. The structure is built for immediate, on-the-job implementation, making sure that when participants return to their organizations, they are fully equipped to conduct effective market research, refine their marketing mix, and execute a successful marketing campaign. The commitment to covering the most critical and enduring marketing principles, coupled with highly interactive learning under the guidance of our expert faculty, makes this an unparalleled foundation for business success.