

Name: _____

Department: _____

I understand the areas....

	Yes	No	I think so
1. The role of marketing			
Definition of marketing			
Marketing and other business functions			
Developing a corporate strategy			
Marketing strategy			
The impact of change			
Period of change			
General insurance and financial services			
2. Theory of marketing			
Marketing theory			
Supply and demand			
The marketing mix			
Segmentation			
Product differentiation			
Product life cycle			
3. Developing a marketing strategy			
Position in a market			
Identifying customers			
Customer behaviour			
Types of market segment			
Competitors			
Value and supply chain analysis			
Product development and management			
Pricing			
Regulation			
4. Marketing data			
Reasons for data gathering			
Types of data required			
Interpreting the data			
Using the data			
5. Branding			
Establishing a brand			
The importance of branding			
Brand awareness			
Brand extension			
White labelling			



I understand the areas....

	Yes	No	I think so
6. Communication			
Marketing message			
E-marketing			
Advertising			
Public relations			
Promotion			
Sponsorship			
Emergency communications plan			
Call centres			
7. Distribution and service delivery			
Different types of distribution methods			
Distribution options			
Customer service			
Face to face communication			
8. Marketing programme administration			
Marketing programmes			
Contingency planning			
Payment mechanisms			
Consultancies			
9. Key issues in international marketing			
Developing an international marketing strategy			
Communication			
Distribution			
Application of E-commerce			
Administration and control			

Please list the most important topics you would like to cover in your training session

- 1
- 2
- 3
- 4