



Cymorth Hyblyg i Fusnes  
Cychwyn. Tyfu. Llwyddo.

Flexible Support for Business  
Start. Grow. Prosper.

# Training for business

## Module 3 – Developing a marketing strategy

A three hour seminar designed to help you understand the tools and techniques of marketing to enable you to form an effective marketing strategy.

### Aims of module 3

---

- provide an overview of a marketing strategy
  - explain the concept of the four marketing P's
  - determine how to set SMART marketing objectives
  - describe how to develop a produce strategy
  - outline how to set a price
  - describe how a product can be distributed
  - explain how to develop a promotional plan
  - explain the selling process
  - consider the importance of customer care for your business
- 

Marketing plays a vital role in successful business ventures and can ultimately contribute to the success or failure of your business; therefore it is important to get it right.

To book onto any Business in Focus courses telephone the enquiry team on **03000 6 03000**.

**This course is delivered by Business in Focus on behalf of the Welsh Assembly Government and is available to you entirely free of charge through Welsh Assembly Government funding.**