



THE UNIVERSITY OF  
SYDNEY

# **Marketing Fundamentals Course: Core Concepts and Strategies**

*Centre for  
Continuing Education*



# Marketing Fundamentals Course: Core Concepts and Strategies



Marketing is a powerful business tool used to help you better understand your consumer and sales landscape. It includes every element of how you communicate your business, product or service, whether you work for a corporation, government or for yourself, in a B2B or B2C context.

In this marketing training course, you'll learn the importance of clearly defining your marketing objectives to reach your consumer. You will learn about brands and brand positioning as part of your marketing mix within today's core online and traditional marketing landscape. This interactive workshop-style course will equip you with a range of marketing tools and templates to help you think like a marketer, and demonstrate how clearly defined objectives and effective communication can really influence your organisation's bottom line.

## Intended audience

Junior marketers within organisations from SMEs to corporations, small business, not-for-profit and government.

Anyone wanting a broad understanding of the key aspects of product and service marketing.

Anyone with a non-marketing background who is working in marketing, and/or those with new marketing responsibilities.

External stakeholders who work with marketers and seek an overall understanding of the discipline.



### Course duration

1 session, 8 hours total



### Time

9am - 5pm



### Format

Face-to-face  
or  
Online in real-time



### Dates

Browse available  
[course dates](#)



## Upon completion

Every participant receives a University of Sydney statement of completion.



## Learning outcomes

By the end of this course, you should be able to:

- discuss the theory behind marketing and the latest buzzwords
- identify how marketing activities fit within businesses and organisations of all sizes and sectors
- identify clear marketing objectives and their importance for your brand, business or organisation
- recognise the key components of the marketing mix and how these can be utilised to meet marketing or organisational goals
- feel confident applying a range of marketing tools and templates in your day-to-day work.



## Content

### Introduction to marketing

- What is marketing
- Marketing in different sectors
- Brands and branding
- Trends and changes in marketing
- What drives our buying decisions
- Understanding your consumer better
- Buzzwords, industry terminology and jargon

### Understanding brands

- What is a brand and why have one
- Branding and brand positioning
- Differentiation and unique selling points (USPs)
- What makes strong brands

### Market segmentation and target markets

- The theory behind market segmentation
- Identifying attractive segments and ways to segment your market
- How understanding your target market can ensure your campaigns are economical and efficient

### The marketing mix – your toolbox

Consider the elements of the marketing mix and the unique advantages and characteristics of each method, including:

- the 4 Ps, 7 Ps (service marketing)
- online and traditional marketing tools within the changing landscape
- understand the power of effective integration of your marketing mix
- the Marketing funnel – getting to know your consumers.



*“A great course for anyone wanting to grasp the basics of marketing.”*

**Brendan Harris**

*“Great presenter. Engaging, with relevant real world case studies.”*

**Ashley Doyle**



*“The facilitator's expertise and knowledge of marketing is outstanding. The tools and tips I learnt far exceeded my expectations. This is the only marketing course to do for mid-career people.”*

**Sarah MacLellan**



### **Delivery style**

Delivered as a combined lecture and interactive workshop. You'll be encouraged to share your ideas and background to broaden class discussions.

### **Materials**

A course workbook is distributed electronically.

### **Before the course**

Bring along an example of marketing that you have seen. It might be something you really like, or something you don't like. Examples might be a billboard, print or TV ad, a shop you frequent which uses marketing well, or a new product launch.



### **Organisational training and development**

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF  
**SYDNEY**

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,  
*inspire leadership*

**For more information**

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