

## ***COMMONSENSE MARKETING CONCEPTS FOR NON-MARKETING PEOPLE – Program objectives and expected outcomes***

Theodore Levitt, from the Harvard Business School and author of the now legendary document “Marketing Myopia”, defines marketing as: “the entire business process ... consisting of a tightly integrated effect to discover, create, arouse and satisfy customer needs.”

In practice, this means there is a continual matching of an organisation’s output with its customer requirements.

While in all organisations the same principles apply, there are great differences in the way this marketing process and the activities it entails are managed in different organisations. The payoff for any organisation is that if marketing is handled well, it will help ensure that customers use the organisation’s output, which, in turn, means increased productivity and profitability for the company.

In today’s complex world, business owners, professionals and managers who may not possess a background in marketing, must plan and make marketing decisions in a constantly changing environment. They must be aware of and adapt their marketing programs and strategies to their target audience, as well as the societal, political, economic, technological and physical environments.

As a result of participating in the 1-day *Commonsense Marketing Concepts for Non-Marketing People* workshop, you will find yourself better able to:

- design a carefully planned and coordinated marketing program
- help your company reach its goals
- increase sales
- encourage product trial
- attract more clients or members
- provide better customer service
- understand the “marketing mix” which consists of the product, distribution, promotion and price variables
- use the AIDA Principle of marketing...get their Attention, maintain their Interest, create a Desire and move them to Action
- differentiate between targeted marketing and scattergun marketing

Marketing is an integral business activity and a dynamic, exciting discipline, which must be the concern of every manager within an organisation. The limited vision of some industries of their role in society and their customer’s needs led to their ultimate demise. They focused too closely on their products, not on the customer’s needs and the customer’s mental framework for assessing competing products and services.

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