

American Management Association's Fundamentals of Marketing: Your Action Plan for Success

How You Will Benefit

- Recognize the wide-ranging marketing roles and functions within different organizations
- Apply modern techniques for conducting marketplace analysis
- Utilize insightful marketing tactics to pinpoint why customers buy or don't buy

What You Will Cover:

- Identifying your key marketing challenges
- Defining crucial marketplace data and implementing market research
- Understanding the components of each of the 4 Ps (Product, Price, Place, Promotion)
- Relating stages of the product lifecycle to marketing strategy
- Conducting a product SWOT analysis
- Positioning your organization's product(s) and/or service(s) in the marketplace
- Exploring different marketing communication vehicles and channels used for promotion
- Developing a marketing plan

AMA's Instructor: Ann Trampas, CSAP is the Professional Development Practice Lead for Phoenix Consulting and Lecturer at the University of Illinois – Chicago (UIC). At UIC she teaches Marketing, Marketing Research, Channels of Distribution and eCommerce, Sales Management and Business Strategy and she advises the American Marketing Association Collegiate Chapter. Ann's prior corporate experience includes serving as Vice President of Global Alliances for SPSS; management positions with BCE as Vice President of Partner Marketing –Teleglobe and Director of Sales – Nortel; Vice President of Partner Marketing of Teleglobe. She is a member of the Association of Strategic Alliance Professionals (ASAP) and a member of the Technical Advisory Group for the ISO standard for Collaborative Business. Ann holds a MBA from Loyola University.