

The Marketing Mastermind

The Real Thing: A - Z of Marketing Education

WWW.DURHAM-MKT.COM

Marketing Mastermind Course

Can you define marketing in three words or less?
Satisfying needs profitably.

Marketing in Kuwait is mostly confused with communications, advertising or promotion. While these principles are certainly within marketing, marketing is about identifying needs and deal with customer satisfaction. When an individual can truly understand the various ideas within marketing and differentiate between them, that is the beginning of being a true marketer.

The Marketing Mastermind course has one goal: to teach you everything about marketing that there is to learn. Divided over 3 days, this intensive workshop delivers core marketing education, live application in marketing problem solving, in depth group discussions and brainstorming.

From buyer behaviour, product life cycles to societal marketing and market research, the Marketing Mastermind course leaves no concept of marketing untouched. You will walk out of the 3 day program with deep understanding and ready to apply tactics right away.

And best of all, you get to ask an unlimited number of questions.



About your trainer

Randy Ali is a prolific writer, trainer, entrepreneur and marketer. He published his first book in 2005 and has authored several articles on buyer behaviour, societal marketing, marketing communications and organization behaviour.

He is an MBA from University of Durham, UK in Marketing and is one of the youngest graduates in the history of the university. He is also the author of the new and sensational book, **"Bad Marketing."**

Randy is highly experienced in marketing communications and brings quality training to the exciting field of e-marketing. You will work with him and receive expert training in hospitality marketing applications.

His clients in Kuwait include: National Bank of Kuwait, IKEA Kuwait, Baker Tilly, American Mattress, Nasser Sports, Safir Hotel, Commercial Bank of Kuwait, Qualitynet, Crowne Plaza Hotel Kuwait, Al-Ahli United Bank, Toyota Kuwait, Advanced Technology Co. (ATC), National Investment Co., Arab Financial Brokerage, Gulf Insurance Co., Boubyan Takaful Insurance, Central Circle Co., Petra Trading & Manufacturing Co., Al-Rashed Hospital, Kuwait Agriculture Company, Alghanim Group, Muthanna Takaful Insurance Co.

Randy Ali has graduated and is member of the following prestigious institutions:



UNIVERSITY OF
CAMBRIDGE



What is the Marketing Mastermind about?

The **Marketing Mastermind** Workshop is spread over 3 days (15 hours) of core marketing education, brainstorming and problem solving. You will be put in the seat of the marketing manager and be tasked with solving numerous challenges along with your team members.

It is a training program that will train the attendees on everything, and I mean everything, related to marketing and communications. The 3 days are packed with intensive, updated and easy to understand information on marketing.

Who should attend?

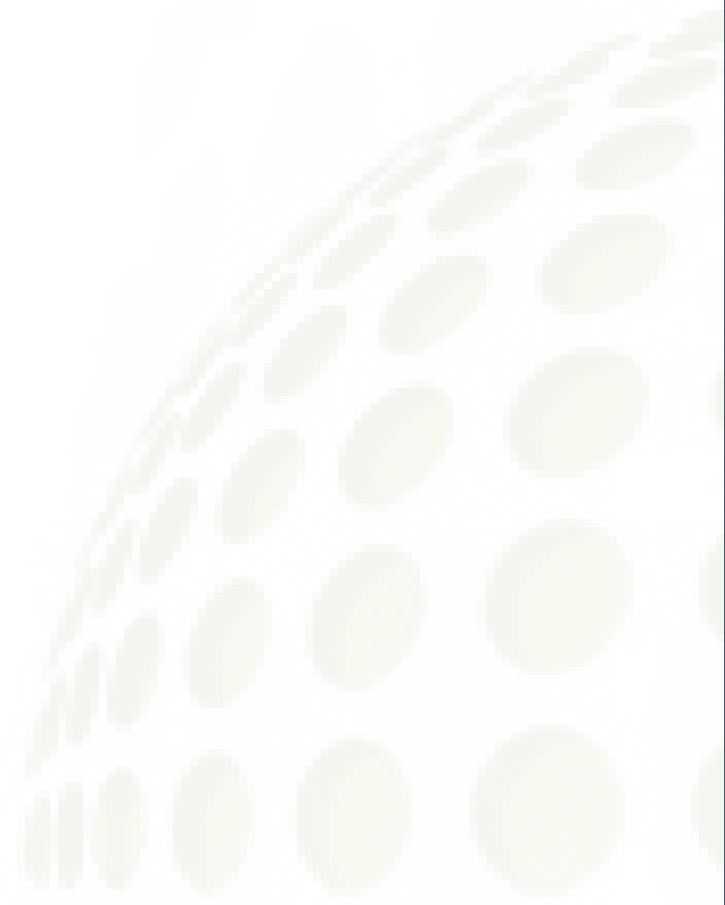
Marketing directors / managers, marketing co-ordinators, general managers, senior managers, advertising and PR executives...or basically anyone interested in marketing.

What will you learn?

Taken from the best sources and leading journals on marketing, some of the topics are:

- | | | |
|-----------------------------|---------------------------------|----------------------------|
| » Business Philosophy | » Buyer Behaviour | » Marketing Management |
| » Needs / gaps Analysis | » Marketing Communications | » Writing Marketing Plans |
| » Marketing Mix and History | » Organizational Buying Process | » Balanced Scorecard |
| » Product Life Cycles | » Market Research | » Marketing Accountability |
| » Marketing Strategies | » Emotional trigger research | » Societal Marketing |

Day 1



1. The Whole Idea of Marketing

On day 1 of the **Marketing Mastermind** workshop, expert trainer and author **Randy Ali** will divide you into teams and set the pace of learning in a way like never before. The whole idea, history, evolution and current state of marketing will be discussed amid intense debate and discussion.

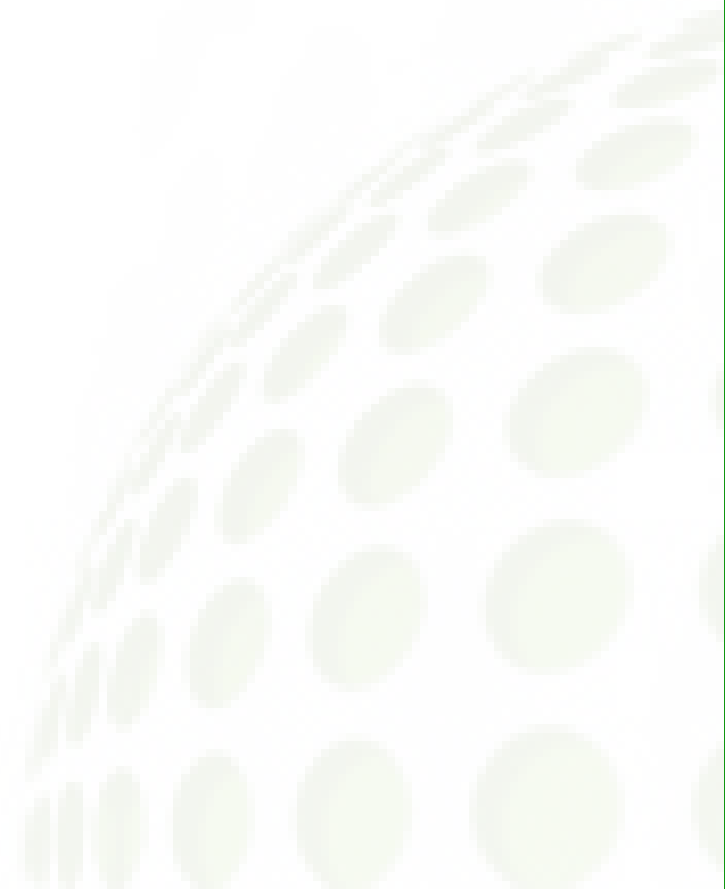
You will be put in the place of the marketing manager and asked to solve a number of challenging tasks along with your team mates, build a fictitious company and lead it to new heights. But you will not stop there. You will actually check out your competition and comment if they are bound for staggering success or miserable failure. The **Marketing Mastermind** workshop, on day 1, will compel you to think of your customers first and how to better approach them and the channels of communication you should employ once you have identified your audience.

Modules Covered:

- » Marketing and its evolution
- » What is a market?
- » Marketing Mix
- » Marketing Communications
- » Strategies and their Marketing Implications
- » Environmental Scanning

Bad Marketing: What is marketing?

Day 2



2. The product, the price and promotion

Day 2 of the **Marketing Mastermind** workshop will consist of laying open everything you need to know about advanced marketing today. From distribution channels to how to best promote a service, and why some products are priced the way they are.

But is theoretical learning enough?

The workshops, seminars and training courses at Durham Marketing & Training employ a practical approach to learning. We learn by doing. And in the **Marketing Mastermind** workshop, you will learn by practicing the right marketing strategies.

Bad Marketing: Wrong pricing, and the selling to everyone.

Modules Covered:

Why do customers buy?

Buyer Behaviour

Purchase Risk

Organizational Buying

Market Segmentation & Target Marketing

Consumer Segmentation

Geodynamics

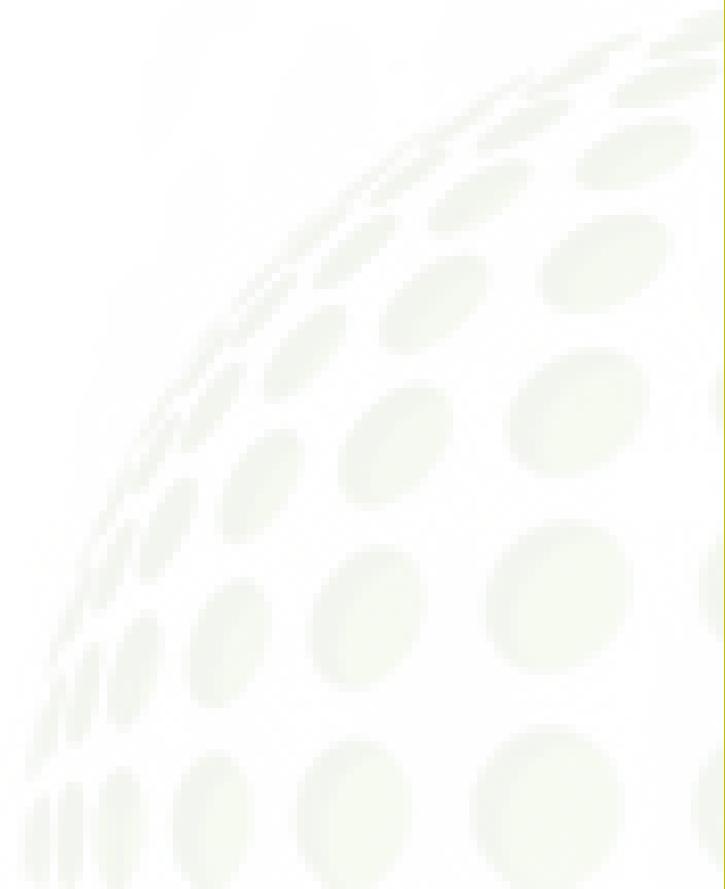
Positioning

Pricing

Distribution

Channels

Day 3



3. Marketing Strategies & Research

The final day of the **Marketing Mastermind** workshop will train you to use all your marketing prowess to design the best communications strategy to interrupt your potential customers. Designing a cutting edge marketing campaign goes hand in hand with consumer research and understanding why and when your customers buy. A new concept that will be discussed will be “emotional trigger” research and how to better understand the needs of your customers when they purchase the products they do.

Furthermore, market research is such a widely used term, but often confused with surveys and questionnaires. On day 3 of the **Marketing Mastermind** workshop, market research will be discussed in depth and how you can plan, design and implement advanced projects that will yield the most accurate data.

And finally, marketing accountability and how your marketing efforts can be tracked, measured and identify what went wrong. You want your marketing to work for you, and therefore, you must implement basic accountability measures in your marketing campaign.

Modules Covered:

- » New Market Development
- » Marketing Strategies for Growth Markets
- » Mass-Market Penetration Strategy
- » Market Research
- » Writing Marketing Plans
- » Marketing Accountability



Marketing Mastermind Attendees

We can say a ton of good things about our workshops, but will not. Let our customers do the talking.

"Another exceptional experience with Durham Marketing Training. The workshop covered all aspects I wished to learn more about. The content was informative and inspirational; I am enthusiastic about applying what I learnt in my own domain of work."

Dalia Al Alamy, Marketing Executive, Advanced Technology Company, www.atc.com.kw

"I highly recommend this course for anyone who is involved in the marketing domain. It emphasizes on the techniques and how to tackle and communicate with my users."

Lina El Mallah, Marketing Officer, mada Communications, www.mada.com.kw

"It was the best marketing course I ever attended in my life. Great work Randy."

Andy Aly, Marketing Manager, Kuwait Solutions, www.kuwait-solutions.com

"The instructor was very helpful, patient and understanding of his students. He answered our questions with short and concise answers. Made course simplified so that students can have better grasp of material."

Samer Hassaballa, Marketing Co-ordinator, Gulf Employment Company, www.kanee.com

"Thanks to Randy for his excellent training. The workshop met my expectations and I am very satisfied with the course. The trainer was organized and clear, making the course easy to follow."

Marina Bourbia, Marketing Officer
Gulf Employment Company
www.kanee.com

JOIN NOW

Thank you!

At Durham Marketing & Training, we do not have a long list of training programs, a schedule that spans the entire year or the same courses that other 400 odd training companies in Kuwait offer. There is no fun in doing what others do.

Durham Marketing & Training is the first in few things. And we do those things best. We believe in focus. With limiting ourselves to training in sales, marketing and employee development, we put in a ton of effort, dedication and quality into our courses.

I thank you from the bottom of my heart and appreciate the time you have invested in reading about the e-marketing workshop. I hope this is something that will interest you greatly and will draw your participation in the upcoming workshop.

Finally, I invite you to read what other companies in Kuwait have said about our workshops.

Please visit www.durham-mkt.com/testimonials.htm



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