



BUSINESS MARKETING STRATEGIES, PLANNING & IMPLEMENTATION

Workshop - 3 Part Course

COURSE OBJECTIVE:

This workshop provides the third tier of development in Marketing Strategies, Planning & Implementation. Participants will receive the framework for creating, implementing and evaluating a customized Marketing Plan. Clients will be able to incorporate Part 1 (Market Research) and Part 2 (Strategies) of this workshop series into the development of their strategic vision to formulate Objectives and Strategies and learn about cost effective marketing tactics. Part 3 (Marketing Plan & Implementation) Participants have the opportunity to tie in all they have learned in Part 1 & 2 and work to develop a plan that will be their road map for defining the budget they need to implement identified tactics, as well as execute their market plan, monitor its performance, and assessing return on investment.

COST: \$100/person
(Cost is for the whole 3 Part Course!!).

A Certificate of Completion is issued after participating in all three series of the Marketing Strategies, Planning & Implementation Workshops and presentation of a Marketing Plan.

COURSE CONTENT:

PART 1:

Market Research (3hrs)

Presenter: Mr. Ka-Neng Au (Business Librarian, DANA Library, Rutgers-Newark)

1. Limitations of Market Research
2. Government Data Sources
3. Commercial Data Sources
4. Library Resources

PART 2:

Market Strategy & Communication (3hrs)

Presenter: Ms. Elayne P. McClaine, CEO-ESME Market Specialists, LLC

1. Long Term and Short Term Goals
2. Setting Objectives
3. Defining your Strategies
4. Market Tactics
5. Competitor Analysis

PART 3

Market Plan & Implementation
(4hrs)

Presenter: Ms. Elayne P. McClaine, CEO-ESME Market Specialists, LLC

1. **Overview of the Planning Process**
2. **Budgets, Performance Analysis, Implementation**
 1. Financial, Budget and Breakeven Analysis
 2. Implementation of Marketing Mix
 3. Annual Timetable with Monthly Targets
 4. Cost Efficiency Calculations
3. **Evaluation of Results**
 1. Performance Criteria
 2. Return on Investment

Post-Training Counseling: Once the training is completed clients should have produced an outline of their company's marketing plan. Any additional assistance and fine-tuning can be provided in an effort to complete a final plan.

TO REGISTER & MORE
INFORMATION CONTACT

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