

Topic: **Marketing, public relations and relations with costumers**

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Marketing, more than any other business functions, deals with people - customers. Marketing is crucial for the success of every business, profit or non-profit enterprises. The double aim of marketing is to attract new customers, promising the best value, as well as to keep already existing customers - continue to deliver a satisfaction. Marketing is all around us. However, it is not only selling and advertising, like many people think, today's marketing has a new sense of satisfying customer needs. Marketing deals with identifying and meeting human and social needs, therefore customer and his or her needs is the core of marketing.

To succeed in business, marketers must pay close attention to the present-day and possible future trends, and adjust their marketing strategies through applying the marketing mix - the set of marketing tools used to pursue marketing objectives in the target market.

Furthermore, development of ICT and widespread availability of the Internet nowadays help businesses in their development and promotion of their products.

Learning goal:

To increase participants' awareness regarding marketing importance in business planning, pointing out marketing strategy, its basic elements and their importance for successful business performance.

Learning objectives:

By the end of this session students will have:

- understood the essence of marketing and marketing strategy,
- understood the necessity of defining the target audience,
- known the core elements of marketing mix (product, price, place, promotion) and obtained basic knowledge of their implementation,
- been aware of possible ways how to promote a product /an idea with less investments nowadays - public relations, guerrilla marketing & the power of social networks,
- acknowledged the necessity of relationship with customers,
- improved networking and discussion skills,
- been able to apply modern communication/gamification tools during group work.

Methodology:

- lecture (illustrations, infographics, multimedia tools),
- discussions (including some case studies), group work,
- gamification (also applying ICT tools).

Content:

1. What is marketing;
2. Marketing strategy and whom to serve - a target customer;
3. Marketing mix elements: product, price, place, promotion;
4. Low cost marketing and its importance nowadays

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Structure:

1. Welcome and introduction, work rules:

(10 minutes)

Welcome all participants in this session. If you have not done it yet, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. It is a good idea to divide the group of participants into smaller teams (3-4 people).

Inform young people that they have to be very active, because at the end of the session you will do a short competition for them, or they will have a quiz (that is depending on the time left).

Using ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>) you can ask the participants what is marketing? As well, it is possible to ask young people to develop (in groups) their own definition of marketing using up to ten words. It is good to comment most frequent and common answers, and, moreover, to show most popular definitions, i.e. of marketing guru Ph. Kotler.

Hint: before the session, please ask the participants to bring smartphones or tablets with them.

2. Lecture 1 and exercise 1, The concept of marketing and basic steps developing marketing strategy :

(10 minutes)

- Marketing concept,
- Marketing strategy,
- Why is it needed,
- Target customer.

After introduction to the concept of marketing, also provide the explanation of marketing strategy and its aims. Further, during a short discussion you should make young people come themselves to the conclusion regarding the elements (mix elements) that should be included in marketing strategy in order to deliver an idea (which is not “shaped” into the final product yet) to a customer. Further, make another discussion - ask students whether it is necessary to deliver an idea to all customers in a market, either to be more concentrated and serve only a target market. After some answers explain the process of defining a target customer (segmentation, targeting, positioning) and give students a group exercise (about 5 minutes). Ask them to write on flipchart (or prepared tables on a sheet of paper) 8-10 features that can be used for market segmentation, after - to make several (1-2) combinations of these characteristics.

Hint: before the session you can prepare your own example of market segmentation and defining a target audience, in order to make the process clear and faster. Furthermore, you can simplify the process by giving each group a different type of product and ask them to propose characteristics of market segmentation aimed at this particular product. As well, make sure you have prepared the right number of flipcharts and markers, depending on the group size.