

Marketing Class

(3 Hour Session)

Title: Marketing Fundamentals: From Concept to Strategy

Class Objectives:

By the end of the session, participants will be able to:

1. Define marketing and understand its core purpose.
2. Identify and segment a target market using STP (Segmentation, Targeting, Positioning).
3. Apply the 4 Ps of the marketing mix to a product or service.
4. Analyze basic marketing strategies from real-world brands.
5. Develop a basic marketing plan for a business.

Class Outline

(3 Hours Total)

Hour 1: Marketing Foundations

(Lecture + Group Discussion)

- What is Marketing? (Definition, purpose, real-life relevance)
- Core Concepts: Needs, wants, value, exchange
- Introduction to the Marketing Process
- The STP Model: Segmentation, Targeting, Positioning

- **Quick Activity:** Identify and describe a market segment for a product

Hour 2: The Marketing Mix – 4 Ps

(Interactive Lecture + Case Study)

- **Product:** Types, branding, packaging, differentiation
- **Price:** Strategies, value-based pricing, price perception
- **Place:** Distribution channels, online vs. retail, convenience
- **Promotion:** Advertising, social media, influencers, public relations
- **Mini Case Study:** Break down the 4 Ps of a popular brand (e.g., Apple or Coca-Cola)
- **Activity:** Groups brainstorm 4 Ps for a product idea

Hour 3: Strategy in Action – Mini Project

(Workshop + Presentations)

- Small group task: Create a basic marketing plan for a chosen product
 - Define target market
 - Set product concept and pricing
 - Choose distribution and promotion strategies
- Feedback + Instructor wrap-up
- Key Takeaways & Final Q&A