

## Marketing Master Class

# LEARN AND UNDERSTAND MARKETING

# IMPLEMENT A MARKETING STRATEGY

## PERSONALISED WORKSHOPS & PRIVATE MENTORING SESSIONS

**Facilitator**  
**Rudi Tartaglia**



Rudi has experience across a diverse range of industries such as retail franchise, online shopping, financial services, mining, publishing, and health insurance.

Rudi holds an impressive suite of qualifications including a Diploma in Business, Diploma in Marketing, Diploma of Management, Advance Diploma in Project Management, and a Diploma in Finance.

Wherever you want to take your business and career, this versatile Marketing Master Class and Workshop can take you there. Combine a unique and award winning business mentoring service with a tailored Marketing program and you'll be part of a Marketing Master Class Workshop that will transform your business.

The Marketing Master Class program provides a convenient study option designed to enable you to acquire specialist training in marketing during a 2 day intensive class and workshop to best integrate with your other commitments. (Workshops are exclusive to 5-10 professionals)

### THIS PROGRAM IS IDEAL FOR:

- Business operators who have completed a Small Business Solutions Certificate IV in Small Business Management
- Whose goal is to improve their marketing skills to a specialist level
- Individuals looking to assume a greater role in the discipline of marketing
- Those looking to improve their personal and business development strategies.

### WORKSHOP OBJECTIVES

The Marketing Master Class Workshops will help small business owners and those wanting to expand their marketing skills to master the subject matter which is so relevant in today's complex marketplace.

The focus of the Marketing Master Class Workshop is designed to illustrate how knowledge of the concepts of marketing can be applied in the real world. The Marketing Master Class Workshops are held over a 2 full day period and facilitated by a specialist mentor. You will emerge with the tools you need to develop and write your own Marketing plan.

This program was developed to make the most effective use of the 2 days to deliver relevant contents that can be immediately applied to your business. There are 2 options that you may choose from to suit your circumstances;

## OPTION 1 - INVESTMENT \$1195

**Accredited** - Complete the 2 day, 16 hour workshop program with an additional 2 hours of one on one mentoring at your workplace to aid in the implementation of your marketing plan. The completion of your marketing plan is the assessment for your eligibility to receive credits for 2 Nationally Accredited units towards a Diploma in Business.

## OPTION 2 - INVESTMENT \$695

**Non-Accredited** - 16 hour workshop program with a specialist mentor and complete a tailored marketing plan for your business.

KEY FEATURES	BENEFITS
Analysis of market positions and point of difference	Understand and learn the need for market research. You will analyse your own sales and learn how to explore new market opportunities from the data you have or can get from external sources.
Planning your marketing objectives	If you can measure it you can manage it. Your market research activities will give you the tools to identify markets and enhance those you have already attained. Then define strategies to implement them.
Establish brand position for your business	Knowing where you sit in the markets you serve is vital. Markets change rapidly and modern day marketers need to keep their wits about them if they are to retain market share. Establishment and brand protection are key elements.
Developing and prioritise products	Scoping out products by type, user and revenue are just three of the many things you need to make your marketing efforts translate out into sales and profits. This part of the course details this imperative.
Customer profiles and segments	Once you have a measure of your product segmentation. You will learn to match them with the right prospect. This will allow you to develop individual strategies for them.
Distribution and channels to market for your products	E-Commerce and mainstream media are covered. Marketing "is an all of business approach". You will learn to work out tactics to bring products into the market by using successful promotional ideas that you will identify during the workshops and identify the right mediums for your tactical plan. Then work out cost effective ways to bring the product to your customer.
Customer service strategy	Here you will learn that a "top down" approach to customer care is vital to any marketing plan's success. Policy and Procedures manuals and Position Descriptions will form part of this segment. Good customer service is the lynchpin of any successful business. Good management scopes out the customer experience and then integrates it into the enterprise.
Sales strategy	A Marketing Plan MUST be backed with a Sales Strategy. Here you will learn how to translate your Marketing Plan into an effective sales strategy.

You could be eligible for funding for the program through Industry Skills Fund, please visit [business.gov.au](http://business.gov.au) or contact us directly to discuss your options: Ring us on 1300 40 60 80 or at [enquiries@smallbusinesssolutions.qld.gov.au](mailto:enquiries@smallbusinesssolutions.qld.gov.au)

## 5 - 10 PLACES ONLY PER MASTER CLASS, ENQUIRE NOW!

Please fill out the expression of interest form below and fax to 07 3215 1515 or email [enquiries@smallbusinesssolutions.qld.gov.au](mailto:enquiries@smallbusinesssolutions.qld.gov.au)

Name: \_\_\_\_\_ Business Trading Name: \_\_\_\_\_

Mobile Number: \_\_\_\_\_ Business / Office Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Are you a business Owner/Manager?: YES / NO How long has the business been in operation?: \_\_\_\_\_

Do you have a business or other qualifications: YES / NO

Region/Suburb that you want to participant in the masterclass: \_\_\_\_\_