

Marketing Your Professional Service Firm

Target Audience

i.e. Middle managers and supervisors and entrepreneurs who are responsible for marketing what they do in their company.

Duration

i.e. 2 contact days

Hours of Teaching

i.e. 16 contact hours

Self study

i.e. Half hour per contact hour

– 24 notional hours

NQF Level

6

Admission Requirements

i.e. Matric plus 5 years working experience in an operational role

Learning outcomes

Upon successful completion of the course learners will:

Input a maximum of 8 outcomes. Use the attached Bloom's Taxonomy for application.

1. Understand the fundamentals of marketing management
2. Understand the need to design and deliver more marketing activities
3. Learn how to conduct a more results orientated marketing programme for your professional firm
4. Be able to design and develop a more comprehensive marketing programme that will make them more competitive
5. Assist learners to analyse the nature of their services, articulate the type of business they want to have and allay the concerns about the potential clients,
6. Be able to formulate a marketing plan with specific marketing objectives.

Course Content

Input a maximum of 10 headings/topics

1. Introduction to the important marketing basics
2. Take stock of where you are now
3. Key Marketing functions for success
4. What are you marketing, to whom and why will they buy from you?
5. Defining your business to potential clients
6. How to segment a market
7. Deciding your marketing strategy (client driven marketing)
8. Conducting Market research for your Firm
9. 30 personal marketing tactics
10. Creating your Marketing Plan

Assessment

Formative assignments in class counts 30 percent of final mark – could be group assignments

Summative individual assignment – 70 percent of final mark

Delivery Site

Both on campus or at client offices

IP Owner

Wits University

Commencement Date

March 2016