

Learning Objectives

- Understand the importance of the business image in overall marketing strategies
- Learn what elements influence price, and the price/quality relationship
- Develop an understanding of the principals of customer service and their impact on profitability
- Examine promotional tools and select the most effective mix for your business

Marketing—On Stage: Strategies, Tactics and Implementation Session Five

Date: _____

Due: _____

Class Opener

Instructor Topics

- 1. Product Strategies**
Product Line and Product Mix
Packaging–Image Development
Service Enhancements
- 2. Pricing Strategies: What is the Right Price?–P #3: Price**
- 3. Promotional Strategies–P #4: Promotion**
Public Relations and Networking
Advertising and the Media
Other Marketing Tools

Guest Speaker

Break

- Refreshments
- Networking Activity

Work Hour

Assignment for Session Six:

WORKBOOK	Read and Complete WORKSHEETS in Workbook Session 5
WRITE	Using the Writing Your Plan page at the end of Workbook Session 5 as your guide, write Section V.—Part C. Marketing Strategies of your NxLevel® Business Plan
TEXT	Read Part VIII: Managing Your Money (Chapter 34—Overview of Financial Statements and Chapter 35—Keeping Books and Records)