

# Marketing for Non Marketers

Raja Mahendran



TRAINING PROGRAM

2008

## Why Non Marketers must know Marketing

- International Strategic Business Consultant & Executive coach
- Consulting to grow your business and maximize your sales and margins
- Executive Coaching to build dynamic leaders
- Training for staff to excel
- Find international business partners

Vast international experience

- Business Unit Manager Bayer Australia
- Global Portfolio Manager Bayer France
- Global Brand Manager Novartis Switzerland

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Is Marketing a mystery to you? Are you a Non Marketer and would like to communicate with your marketing colleagues with confidence? Be able to understand their marketing plans and to give useful input? Influence their marketing efforts and decisions? Then you need to speak and understand the language of marketing. How?

### Marketing for Non Marketers

A one day course on Marketing for Non Marketers is the answer for you to develop an understanding of basic marketing.

In a company it would be great if all the different teams could understand the vision, mission and the strategy of the company and work as a team to achieve the business objectives.

As a Non Marketer you play a vital role in your function and supporting the business..



### What will be the outcome?

The objective of this course is to foster understanding of marketing with all the teams in the company. This would result in a marketing oriented company and help to achieve the company objectives.

Raja Mahendran has 20 years international global strategic and marketing management experience. He will take you through the fundamentals of marketing, with you the Non Marketer in mind.

### A Typical One Day Course\* includes:

- What is marketing?
- How does it differ from sales?
- What are the Important marketing concepts?
- What is a PEST analysis?
- What are the 5 forces?
- What is SWOT?
- Why do a BCG matrix?
- Marketing mix and why the 4 P s alone are not good enough
- How do you target customers and position your products?
- Marketing Strategy and how does it differ from tactics?
- Interacting with marketing on new product development
- Understanding a marketing plan

\*Course can be customized for your company needs



Raja Mahendran

International Strategic Business Consultant & Executive Coach

Raja Mahendran is an international strategic business consultant and executive coach.

He helps companies to maximize their sales, margins, branding, strategic positioning and market development. He does this through turnaround and growth strategies, high impact

promotions, result oriented executive coaching and training teams to excel. He has 20 years of international strategic and marketing management experience with two multinationals in the Crop Protection, Animal Health and Pharmaceutical markets. This coupled with his

training in strategic management and marketing with several world class business schools, including the latest from Harvard Business School, brings him equipped with the latest techniques in marketing, strategy, sales, management, leadership, organization and planning.