



# Identify and Evaluate Marketing Opportunities

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This three-hour workshop will help you teach participants how to:

- Identify marketing opportunities
- Gather the proper information so that they can make good decisions
- Objectively evaluate each opportunity
- Choose the marketing opportunities that are right for them

This workshop presumes that the student has an understanding of relevant legislation and best practices, including:

- Anti-discrimination legislation
- Equal opportunity principles
- Australian Direct Marketing Association (ADMA) Direct Marketing Code of Practice
- Australian E-Commerce Best Practice Model
- Free TV Australia Commercial Television Industry Code of Practice
- Trade Practices Act
- Privacy laws

## **Introduction and Session Overview**

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

## **What is Marketing?**

To begin, participants will learn what marketing is, including some commonly used terms.

## **Performing a Needs Analysis**

Before you start looking at marketing opportunities, you need to identify what you want to accomplish with your new endeavour. This session will show participants what goes into a formal needs assessment.

## **Big Picture Planning**

Next, participants will learn how to perform a SWOT analysis.

## **Performing Market Research**

In this session, participants will learn about primary and secondary market research.

## **Recognizing Trends**

Next, participants will learn about the differences between fads and trends, and how to use both to their advantage.

## **Identifying Opportunities**

This session will ask participants to think about over 100 marketing ideas and to identify some that they want to try.

## **Basic Analytic and Evaluation Tools**

In this session, participants will learn about three evaluation tools: priority matrix, effort vs. payoff grid, and return on investment.

## **Forecasting Tools**

Next, participants will learn a simple forecasting formula.

## **Creating a Marketing Plan**

This session will focus on the four P's of traditional marketing: products, place, price, and promotion.

## **Creating a Communication Plan**

Finally, participants will learn how to create a plan to communicate to their organization and to their stakeholders.

## **Workshop Wrap-Up**

At the end of the day, students will have an opportunity to ask questions and fill out an action plan.