



Marketing



Council for the Advancement
of Native Development Officers

Table of Contents

Section One	Cook Upwind Of Your Customers: The Ground Rules Of Marketing	3
Module 1	What Is Marketing?	4
Module 2	What Factors Affect Marketing?	5
Module 3	How Has Marketing Evolved?	6
<i>Development Tool</i>	<i>Five Marketing Essentials</i>	9
Section Two	You Will Truly Know Your Product Once You Know Its Market	11
Module 4	What Is Market Research?	12
<i>Development Tool</i>	<i>How To Conduct A Focus Group: 12 Guidelines</i>	14
Module 5	How To Plan a Product: Product Planning And Analysis	15
Module 6	Who Is Going To Want It?	18
Section Three	Mastering The Four Ps: Product, Price, Place, Promotion	19
Module 7	What Is The Product?	20
<i>Development Tool</i>	<i>What Is In A Name?</i>	22
Module 8	How To Determine Pricing	22
Module 9	What Is The Importance Of Place?	24
Module 10	What Is Promotion?	26
Module 11	Is There A Fifth P?	27
<i>Development Tool</i>	<i>Five Guidelines To Positioning Your Product</i>	28
Section Four	Marketing, Like Chess, Succeeds Through Strategy	29
Module 12	What Is Marketing Opportunity Analysis?	30
Module 13	What Is A Target Market Strategy?	32
Module 14	What Is Strategic Market Planning?.....	34
Module 15	How Do You Do A SWOT Analysis?	36
Module 16	How Can Marketing Effort Go Where Competitors Have Not Gone?	39
Section Five	Let Them Hear Your Voice: Promotion, Advertising, Sales ..	41
Module 17	What Is Effective Promotion?	42
<i>Development Tool</i>	<i>Four Guidelines To Branding Your Product</i>	44
Module 18	What Are Publicity And Public Relations?	45
Module 19	How To Design An Effective Advertising Plan	46
Module 20	What Are The Secrets Of Successful Selling?	48
<i>Development Tool</i>	<i>Secrets Of Wildly Successful Salespeople</i>	49

Section Six	With The Right Product and Smart Approach, You Can Sell Directly To Customers	51
Module 21	Is Your Product Right For Direct Sales?	52
Module 22	What Makes For Successful Direct Sales Marketing?	53
<i>Development Tool</i>	<i>Eight Suggestions For Direct Marketing</i>	55
Module 23	What Are The Secrets Of Direct-Mail Marketing?	56
Module 24	What Are The Secrets Of Web-Based Marketing?	57
<i>Development Tool</i>	<i>Five Secrets For Marketing On The World Wide Web</i>	58
Section Seven	Putting It All In One Place: The Marketing Plan	59
Module 25	Why Do I Need A Marketing Plan?	60
Module 26	How Can I Identify And Prove A Target Market?	61
Module 27	What Are The Elements In A Successful Marketing Plan?.....	63
<i>Development Tool</i>	<i>The Seven Essentials Of A Good Marketing Plan</i>	65
<i>Development Tool</i>	<i>The Twenty-Six Questions To Ask In Creating A Marketing Plan</i>	66
Glossary	67
Resources	71