

## Aviation Leadership – Introduction to Marketing - 1 Day

### Introduction

The marketing environment is everything your company must take into consideration when developing and presenting a new product. The elements of a marketing environment include, but are not limited to, the changing preferences of customers, your competition, the legal, political and regulatory environment, your own resources and budget, current trends and the overall economy. All these elements affect your marketing decisions - or at least they should, because all of them influence your prospects.

Companies blending economics and marketing see higher profitability. Including factors such as segmentation, psychological pricing, and load management all contribute to improved financial performance

### Who is the Course for?

The training is suitable for every level in the organizational structure as its aim is to improve the overall performance and efficiency of processes.

### What is the Benefit of this Training –What will I learn?

- To gain an understanding regarding the basics of Marketing.
- To appreciate the meaning and purpose of the marketing process.
- Consider the factors which can impact the market and how we can deliver in the best way.

tel + 359 2 821 08 06  
email [team@sassofia.com](mailto:team@sassofia.com)

[www.sassofia.com](http://www.sassofia.com)

<b>Date</b>	On Demand
<b>Category</b>	Personal Development
<b>Venue</b>	On Demand
<b>Level</b>	Basic
<b>Price</b>	On Demand

## Detailed Content / Topics - The following Subjects will be addressed

- Marketing Strategic Development
- The Buying Process
- Marketing Segmentation
- Marketing Product Life Cycle
- Marketing Perceptual Mapping
- Marketing Margin Considerations
- The Marketing Mix and the 4 Ps
- Marketing Positioning
- Marketing Distribution Channel Considerations
- Data Driven Advertising
- Developing Promotions
- Optimisation of Pricing
- Marketing Economics

## Target groups

All levels of expertise within the organizational environment.

## Pre-requisites

A background in the aviation environment.

## Learning Objectives

To manage the key challenges and recognizes the importance of the interconnected elements within the marketing environment.

To understand the relationship between the various aspects to be able to make the most effective decisions.

tel + 359 2 821 08 06  
email [team@sassofia.com](mailto:team@sassofia.com)

[www.sassofia.com](http://www.sassofia.com)

<b>Date</b>	On Demand
<b>Category</b>	Personal Development
<b>Venue</b>	On Demand
<b>Level</b>	Basic
<b>Price</b>	On Demand

## What do People Say about Sofema Aviation Services Training?

*"The course exceeded my expectations."*  
*"Everything was inappropriate timing and in a good climate."*  
*"Maximum points for the instructor's effort and explanation from me."*  
*"The instructor provided enough room for all the questions to be asked"*  
*"We received a lot of additional information to make things clearer."*

### Duration

1 day – Start at 09.00 and finish at 17.00, with appropriate refreshment breaks.

To register for this training, please email [team@sassofia.com](mailto:team@sassofia.com) or Call +359 28210806

tel + 359 2 821 08 06  
email [team@sassofia.com](mailto:team@sassofia.com)

[www.sassofia.com](http://www.sassofia.com)

<b>Date</b>	On Demand
<b>Category</b>	Personal Development
<b>Venue</b>	On Demand
<b>Level</b>	Basic
<b>Price</b>	On Demand