



We-run Course

Lesson 6 and 7 Marketing



The aim of Lessons 6 and 7 is to understand the basic principles of marketing (sales) - a little theory and a lot of practice - and to implement one's own business.

1. Starting the day with a further contribution to relaxation: meditation

2. Marketing

2.a. Introduction to Marketing - Poster session:

What is Marketing? – Important phrases on posters

We look at the statements on marketing, each one is looking for a statement about which she wants to speak and a statement, which means for her a big question mark.

We discuss the selected examples and find their meaning together.

2.b. Mind Map:

We create a mindmap for "Marketing".

3. Input from our Marketing Expert: Tips and stories out of a long practice

4. Sighting of documents:

Middleton Robert: Marketing_Plan_Workbook_2015.pdf – Annex 6d

Basic Marketing Principles – Annex 6a

The strategic marketing process – Annex 6b

7 Steps to Small Business Marketing Success - Annex 6c

5. Preparation of comprehensive marketing planning in groups

Based on:

Annex 6f_Marketing and advertising tips- businessballs.com.pdf

(<http://businessballs.com/market.htm#marketing-planning-process>)

6. Introduction video

Suggestions on a short video sequence to present your own business through examples of Ted conferences (see below)

Videos:

Go to market I: <https://www.youtube.com/watch?v=AaoluwepucM>

Go to market II: <https://www.youtube.com/watch?v=sBNRg4ueVFE>

Introduction to Marketing: <https://www.youtube.com/watch?v=i1xz5Kv-7VY>

What is marketing: <https://www.youtube.com/watch?v=exNluZ0Z26Q>

Marketing and brand strategy: https://www.youtube.com/watch?v=9_XWp5fnXKc

4 Principles of marketing strategy: <https://www.youtube.com/watch?v=hZLMv5aexto>

Marketing plan: <https://www.youtube.com/watch?v=lo4-GOADVY>

Startup's secrets: go to market strategies: <https://www.youtube.com/watch?v=rqi-n0hA4uo>

<http://www.psychotactics.com/> Psychological approach to marketing, advertising, customer retention etc.

4 Marketing secrets: <http://actionplan.com/free-stuff/mkt-secrets>

The following Ted.com videos are available in different languages:

Achenyo Idachaba, How I turned a deadly plant into a thriving business:

https://www.ted.com/talks/achenyo_idachaba_how_i_turned_a_deadly_plant_into_a_thriving_business

Cameron Herold, Let's raise kids to be entrepreneurs:

https://www.ted.com/talks/cameron_herold_let_s_raise_kids_to_be_entrepreneurs

Dame Stephanie Shirley, Why do ambitious women have flat heads?:

https://www.ted.com/talks/dame_stephanie_shirley_why_do_ambitious_women_have_flat_heads

Gayle Tzemach Lemmon, Women entrepreneurs, example not exception:

https://www.ted.com/talks/gayle_tzemach_lemmon_women_entrepreneurs_example_not_exception

Maya Penn, Meet a young entrepreneur, cartoonist, designer, activist...:

https://www.ted.com/talks/maya_penn_meet_a_young_entrepreneur_cartoonist_designer_activist

Navi Radjou, Creative problem-solving in the face of extreme limits:

https://www.ted.com/talks/navi_radjou_creative_problem_solving_in_the_face_of_extreme_limits

Reshma Saujani, Teach girls bravery, not perfection:

https://www.ted.com/talks/reshma_saujani_teach_girls_bravery_not_perfection

Robin Chase, The idea behind Zipcar (and what comes next):

https://www.ted.com/talks/robin_chase_on_zipcar_and_her_next_big_idea

Sheryl Sandberg, Why we have too few women leaders:

https://www.ted.com/talks/sheryl_sandberg_why_we_have_too_few_women_leaders

Simon Sinek, How great leaders inspire action:

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Susan Colantuono, The career advice you probably didn't get:

https://www.ted.com/talks/susan_colantuono_the_career_advice_you_probably_didnt_get

Practice:

<http://actionplan.com/home> Here you can join the action plan marketing community of Robert Middleton.

Create marketing plan for your own business idea

EXTRA: Networking: Visit of the Founders' Fair organised by the Chamber of Commerce