

Introduction

Contents

- Learning Objectives
- Introduction to Marketing
- Subjects Covered

Learning Objectives

- Understand the basics of marketing
- Understand how the various components of marketing work together
- Understand what must be considered when creating a brand and launching it or its products into the market

Introduction to Marketing



- Marketing refers to how you get people interested in your company and your products
- Marketing encompasses brand building, product promotion, sales generation, business growth
- Marketing is crucial from brand or product creation to customer engagement and beyond

Subjects Covered





The contents of this presentation do not necessarily reflect the position or opinion of the European Commission. The European Commission shall not be liable for any consequence stemming from the reuse of the information that this document contains.