

Marketing Your Business and Services (2 hours)

COURSE OUTLINE

PART A: Businesses, Services and Products (1 hour)

- Conducting Market Research
- Creating a Marketing Strategy
- Target Marketing
- Happy Customers
- Product or service development
- Education
- Pricing and Payment
- Marketing Communications and Media Relations
- Customer Relations and Networking

Learning objectives

After completing this lesson you will be able to:

- list ways to successfully grow your business
- define the term marketing strategy
- list the four key components to a marketing program
- describe the advantages of marketing
- identify the main objectives of marketing
- describe marketing activities
- list ways to incorporate marketing into your business
- list ways to target your market
- identify ways to ways to create or improve your product or service
- describe networking and the advantages of education and resources
- define key elements that you should consider when planning pricing and payments
- list media resources that can be used to help market your product
- describe ways of using media to successfully promote your business or service
- identify ideas of customer service and relations
- list strategies of successful networking
- list ways to advertise

PART B: Advertising (1 hour)

- Advertising
- Sales Ideas and Marketing Performance
- Advertising and Promotions
- Email and Internet Marketing

Learning objectives

After completing this lesson you will be able to:

- describe how you can include special events into a marketing plan
- list ways to promote sales
- identify the importance of evaluating successes and failures of your business
- identify the truths and virtues of advertising
- define elements of a complete advertising plan
- describe key elements of E-mail marketing and websites

Introduction

In this study we will review principles, practices and theories of marketing your professional services, your business and/or your products. By following these practices, many businessmen and women have properly developed and sustained successful businesses. Following proven techniques and principles can improve your chances of successful promotions and marketing.

Summary

We have reviewed key aspects of marketing to include conducting research, creating a marketing strategy and target marketing. We now understand the importance of happy customers, product and service development and education regarding marketing and the customer. We can now describe planning for pricing and payment, marketing communications, media relations, customer relations and successful networking. By identifying the key aspects of advertising, marketing and promotions we now better understand the value of email and internet marketing. Utilizing this knowledge is irreplaceable when marketing any business, service or product.

Conclusion

This concludes this course. In this review, we focused on many topics of the principles, practices and theories pertinent to your professional license. We have discussed approaches, theories, and applications of business and marketing. This knowledge is a necessary base for a solid foundation in the success of a professional career in the beauty industry. We applaud your continued interest in learning and your motivation to keep your professional license in good standing with the State Board. We invite you to participate in our course next renewal cycle. Thank you and congratulations on completing this continuing education course.

Credits, References, and Resources

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