



Marketing Concepts for the Food Industry



Who should attend this course?

It is intended to introduce the concepts of marketing to managers, or those taking on a product or brand development role within the business, to enable them to develop a marketing plan.

Benefits to the business

The business will benefit from a marketing plan for the business, analysed and tested and with objectives to provide a strategic direction for the company.

What will be learned?

The course will cover the following:

- Understanding the role of Marketing in Improving the competitiveness of food and drink businesses
- Using market research to target customers
- Creating a marketing strategy
- Conducting competitor analysis
- Branding for the business and its products

Course Tutor Kirsty Evans

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This programme can be delivered in-company, or you can join an open course with other food and drink businesses.

This course forms part of the Manchester Metropolitan University Open Professional Programme and on successful completion of a unit the individuals will gain 5 credits towards a qualification of the University. We offer a pick and mix portfolio of units designed to benefit your personal and professional development and you are able to accrue credits over time.



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