

Curriculum: Marketing and Sales

Key Concepts

1. Intro: What is marketing, and what are the duties of marketers in digital marketing agencies or any other modern companies.

2. How to start a marketing career: Where to seek knowledge, what tools a person needs to be familiar with and how to use them.

3. Marketing strategy: How to make a game plan for reaching prospective consumers and turning them into customers.

4. Forming a marketing campaign: How to launch it and measure its success.

Digital marketing agencies apply strategies like search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), content marketing, and mobile marketing to ensure that a business's website and brands are always visible to the digital customer.

A marketing professional or marketer is responsible for collaborating with other marketing staff to develop unique campaign ideas to market a company's services, products, or overall brand identity.

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their services or products. A marketing strategy comprises:

- **The company's value proposition,**
- **Key brand messaging,**
- **Data on target customer demographics, and**
- **Other high-level elements.**

Key Skills

• **Strategic thinking:** Every action in marketing should contain a defined goal.

Strategic thinking is often thought of as a mental or thinking process applied by an individual in the context of accomplishing a goal or set of goals in any endeavor. When applied in business insights and opportunities to create a competitive advantage for a firm or organization.

• **Marketing psychology:** As a marketer, it is essential to put yourself in someone else's shoes and learn your target customer's needs and wants.

Marketing psychology has been loosely described as incorporating a range of psychological principles into marketing, content, and sales strategies. We can think of marketing psychology as a way to look for patterns in humans and assess how this relates to their purchase decisions.



Timeframe

This training will be delivered for ten days. For up to three hours a day, the training will cover up to two topics. Finally, ten days is optimal for getting into marketing and sales and building the foundations future marketers need to jump into the industry. Further time-related details are described in the training schedule.

Collaboration and Critical Thinking

If participants want to get the most out of this course and genuinely become marketers or improve their marketing knowledge, then these things are essential:

- **Critical thinking,**
- **Collaboration,**
- **Communication, and**
- **Creativity.**

Without critical thinking and creativity, participants won't be able to improve their marketing skills. Every marketer's job is to be aware of all the processes and communicate with the different sectors in a company. During this course, there will be assignments that will boost students' creativity and make them think about consumers. In addition, the students are going to make their marketing strategy where they will have to show empathy and creativity.

Note: There are no specific soft skills mandatory to enroll in this course. All that is needed is openness to new ideas and concepts.



Devices and Apps

Laptops are required to attend the course, and we will also use several software solutions for advanced monitoring of marketing campaigns and their creation. These include but are not limited to:

- **Clickup - Online tool for project management,**
- **Google Analytics - Online tool for monitoring website traffic and collecting user's data,**
- **Google Data Studio - Online tool for data analyses,**
- **Facebook Ads Manager - Online tool for advertising and**
- **Social media platforms.**

Training Methodology

Although an expert trainer delivers the course, the participants have the possibility to interrupt the trainer and ask for clarification at any point.

Students will create their first marketing campaigns, and they will be asked to present them to others, displaying and explaining their work in detail. That way, we will foster bidirectional communication between the trainer and participants.

Students will be taught to conduct a market research in a chosen niche to identify the target audience and buyer personas.

After that, they will have to decide and choose the right channel for communication with their target audience. How they will communicate with their target audience is their choice, and that is the moment where we can measure students' knowledge of the target audience and how successful their market research was.

In short, students will have to present their campaigns and compellingly explain their choices.

A buyer persona is a fictional depiction of an ideal client or target audience, while market research is an organized effort to collect information about target markets and customers: know about them, starting with who they are.

Accountable Talk and Student Inquiry

The course is planned so that it requires individual work in one part, while in the other part, it encourages conversation and interaction in explaining the actual work.

The main idea is to have two-way communication during the entire course. Therefore, boring school classes we got used to in traditional schools won't be our choice in any training segment.

In fact, all sessions are designed to encourage active participation and peer collaboration besides instructor-led guidance. Informed decision-making is one of the key reasons marketing and sales constitute the fundamental pillars of the advertising industry.

Accountable talk refers to the type of talk that moves learning forward. Wolf, Crossen, and Resnick (2006) describe three aspects of accountable talk:

- 1. Accountability to the learning community.**
- 2. Accountability to accurate knowledge.**
- 3. Accountability to rigorous thinking.**

Measuring Student Learning

The lectures themselves are very open and full of communication between the teacher and students, as well as among the students themselves. Therefore, the teacher will always have time for questions and answers, after which we will create a rough idea of how well they understood it.

Toward the end of the training, there will be Q&A sessions to answer specific questions and direct them to additional resources.

Authentic tasks and material immersion are an integral part of the training sessions. Completing numerous authentic tasks will be encouraged through the use of real-world scenarios.

In short, authentic tasks require participants to use strategies, knowledge, and skills learned while completing a real-life assignment that a person needs to perform in their professional or private lives.

Learning Issues

If students do not seem to be acquiring knowledge and skills presented during the course, they will receive individual guidance and material that should help them better understand the subject. In addition, the trainer will make themselves available at any point upon course completion through email and social media platforms.

In such situations where issues arise with learning, the trainer will pass on additional material to the student that may be helpful to them. During lectures, the trainer will aim to ensure that the student has understood the lesson well enough to be able to explain the basics of the knowledge learned.

All measures will be put in place to resolve any learning issues that may arise during training implementation, promoting the most valuable learning experience.



Optimal Learning Space

There are two options for conducting this training:

- 1. In-class, computer room or classroom with a projector, or**
- 2. Through an online platform.**

The first option is more convenient since the trainer will observe each participant's progress in person, more interactions can take place, and students may share and discuss their ideas.

However, in case of an emergency or public health crisis, the training can also be implemented through an online platform like Zoom, Microsoft Teams, Google Meet, etc.

Teacher Feedback

Participants will get a chance to receive feedback, and they will be carefully instructed and guided throughout the course. The trainer will emphasize to all students that this training does not conclude the learning process. The trainer is always available for all questions, no matter how much time has passed since the course's implementation. That way, we will ensure that proper teacher-to-student feedback promotes the learning path of participants even upon training completion.

Measuring Student Knowledge and Skills

At the end of the course, everyone will have an opportunity to present their work in the form of their first marketing campaigns. By doing so, the teacher will have a better insight into the skills and knowledge they have gained during the 10-day training course.

Upon completing all lessons, the trainer will hand out tests on all topics discussed during the training.

Trainer



Spasimir Novaković was born in 1994, North Mitrovica, and spent his childhood in North Mitrovica, Belgrade, and Sokobanja. That is why he made many friends and business connections and chose to be a marketer as a result.

He is the owner and director of Brandit Technology DOO, the first print-on-demand platform in the region.

During the last four years, he also worked as a CMO in W3 Lab, a digital agency formed in North Mitrovica.

The projects he worked on were numerous, from local to regional and global. Lately, Spasimir's work has been focused on organizational and strategic tasks and educating new employees in the field of marketing.

He was also a lecturer at numerous marketing (IT) conferences and meetups locally and in the region.