



# Fundamentals of Marketing

*Learn how organizations successfully move from product concept through to the creation of successful brands by mastering a variety of marketing tools.*

Empower Yourself through Knowledge!

**Course ID: FOM1001**  
**Course Title: Fundamentals of Marketing**  
**Level: Beginner**

## Course Outline

This course teaches participants the basics of how marketing organizations successfully move from product concept through to the creation of successful brands. The course will thoroughly cover the tools used to develop successful brands including consumer behavior, creation and development of brands, strategic pricing, various methods of distribution, market research, strategic thinking and the promotion of brands through advertising and various other methods. Marketing, like most things in life, is a 'learn-by-doing' proposition. This course is designed to give course participants the tools they will need to begin participating as marketing practitioners.

## Course Objectives

By the end of the course, participants will be able to:

Discuss marketing's role in business and how professionals practice marketing.

- Define marketing strategies and describe the key elements of a marketing plan.
- Outline the implementation of the marketing mix as a means to increase customer value.
- Identify the steps in the marketing research process.
- Describe the components of a product and identify the various types of consumer products.
- Identify the advantages that brands provide firms and consumers.
- Describe how the marketing of services differs from the marketing of products.
- Discuss the importance of pricing to establish value for consumers.
- Describe the steps in designing and executing advertising campaigns.
- Describe the elements of public relations and identify the various types of sales promotions.

## Target Audience

Marketers, sales associates, operations personnel, managers/supervisors involved in sales, promotional and customer service activities, SME entrepreneurs, and anyone interested in becoming more proficient at practicing the art of marketing.

## Key Topics

The key topics covered in the course are:

- Defining marketing
- Developing marketing strategies
- Creating a marketing plan
- Analyzing the marketing environment
- Consumer behavior
- Segmentation, targeting and positioning
- Marketing research
- Product, branding and packaging decisions
- Services marketing
- Pricing concepts
- Advertising
- Public relations
- Sales promotions

# Classes Overview



## Examination

Participants should attend at least 5 out of the 6 classes.

At the end of the course, participants need to complete a final written exam.

A **Certificate of Completion** is awarded if the course is successfully fulfilled. Participants also receive an official transcript for their grades and course credits.

## Course Facilitator

All our facilitators are enthusiastic and knowledgeable with a talent for making complex concepts simple. We all love what we do and our clients tell us it shows.

Facilitator for this course is: Ms. Kimberly Kuiperi, MSc

Kimberly has many years of work experience in the fields of marketing and communications, and she is a part-time lecturer for the section Marketing & Business at the Faculty for Accounting, Finance and Marketing at the University of Aruba.





## Course Fee in Aruban Florins

Please refer to the course page at <https://www.ectaruba.com> for updated information on the course fee.

Course fee generally includes course material, handouts, snacks, coffee, and refreshments. Flexible payment options are available. Contact us for additional information.

Book online [here](#) or for multiple course participants, please download our [PDF registration form](#), fill it out and email it to [support@ectaruba.com](mailto:support@ectaruba.com)

## Location and Dates

Location: EC&T Training Facility @ Newtonstraat 1-A

Number of classes: 6

Time: 6:30 PM - 9:00 PM

We reserve the right to alter dates, content, venue and trainer.

## Discount Plans

For organizations that want to maximize their Return on Investment in training, we provide special rates for three participants or more working at the same company and enrolling for the same course and dates. Contact us at [support@ectaruba.com](mailto:support@ectaruba.com) for additional information.



# COVID-19 Protocols & Practical Steps We Are Taking

## Our Commitment

We are applying strict protocols and are adopting good practices to help protect employees, customers and local communities—and ultimately to make our business more resilient during this difficult period. We are committed to doing our part to combat the COVID-19 pandemic.

## Essential Steps to Stop the Spread

The following are key anti-contagion steps we are taking:

### Cleaning and sanitation

- Frequent daily cleaning of the workspace and shared items (door handles, copy machines/printers, tables, chairs, remotes, light switches).
- Hand sanitizer available at entryways and at different location inside our training facility.
- Reinforcement of hand washing procedures and other methods to limit virus exposure.
- Implementation of thorough sanitizing procedures multiple times in high traffic areas.

### Capacity limits, training facility setup and other measures

- Reduction of training facility capacity.
- Mandatory use of face masks at all times when indoors.
- Placed signs on entrance requesting that sick guests do not enter the building.
- Practice social distancing by maintaining a 1.5 meter distance between staff and visitors.
- Avoidance of physical contact; encourage use of alternate greetings such as waving or bowing.

## Know the Signs

### Symptoms of COVID-19 (Coronavirus)

According to the World Health Organization, the most common symptoms of COVID-19 are:

- Fever
- Tiredness
- Dry Cough

These less common symptoms are usually mild and develop gradually:

- Aches and Pains
- Nasal Congestion
- Runny Nose
- Sore Throat
- Diarrhea

For more information about Coronavirus (COVID-19), please visit [www.arubacovid19.org](http://www.arubacovid19.org)

# Course & Workshop Registration & Payment Plan Form



## How to Register

1. Bookings can be made by emailing the completed registration form to support@ectaruba.com
2. Registration forms should be sent immediately to confirm the booking. A confirmation and location guide will then be sent accordingly.

### Contact details:

Edward M. Erasmus, MA  
 Erasmus Consulting & Training (EC&T)  
 Newtonstraat 1-A, Oranjestad - Aruba  
 Telephone (297) 5885975  
 Mobile (297) 5922380  
 Email [e.erasmus@ectaruba.com](mailto:e.erasmus@ectaruba.com) / [support@ectaruba.com](mailto:support@ectaruba.com)

PLEASE PRINT CLEARLY

Course/workshop title :
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Contact Person :	Position :
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Company :
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Invoice Address :	Postcode :
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Telephone :	Email :
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Please enroll the course attendees below: (PLEASE PRINT CLEARLY)

Full name of attendee	Title/position	Email address
<b>Total number of attendees:</b>		<b>Total course fee (see attached invoice):</b>

- Please invoice the organization / contact person above    
  Please invoice each attendee separately    
  Please add the contact/attendees to the training mailing list

Additional Needs / Dietary Requirements:
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## PAYMENT PLAN FOR THIS COURSE:

Down payment of: AWG _____ prior to the start of the course.
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Payment of remaining amount of AWG _____ in _____ terms on dates _____
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I have read and understood the terms of conditions given on the next page.	Signed
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## Terms and Conditions for Bookings and Payments

### General Requirements:

Course participants must be at least 18 years of age.

### Course and workshop registration:

Registration for a course can only take place through the completion of our online registration form or by submission of a completed hard copy registration form (by email or personally delivered) to the attention of Erasmus Consulting & Training (EC&T).

### Cancellation of Booking:

1. All course / registration cancellations must be notified in writing (i.e. via email or in hard copy). Course registrations / bookings may be cancelled up to twenty (20) days prior to the course and receive a full refund.
2. Course registrations / bookings cancelled less than twenty (20) days prior to the training or course will be charged 50% of the course fee.
3. Failure to notify of non-attendance will result in the full fee being charged.
4. You may substitute another participant (by notifying EC&T) at any time prior to the training or course, should a nominated person be unable to attend.
5. EC&T endeavors to run every course. However, we also reserve the right to cancel or postpone a course to an alternative date. All registered participants affected by such a cancellation will receive a full refund or offered the opportunity to transfer to the next available training or course.
6. In case of withdrawal after the start of a course, EC&T will withhold 100% of the course fee. In case the course fee has not been fully paid at the moment of withdrawal from the course, i.e. due to an existing payment plan, EC&T preserves the right to collect the outstanding fee amount.

### Payment:

1. For all registrations received an invoice will be issued. For both Corporate and Individual bookings, payment in full is required, unless a payment arrangement has been granted by EC&T.
2. All invoiced amounts are due within 14 days of the invoice date. In case on non-payment EC&T may refuse access to the course.
3. In case of non-payment, a 1.5% interest penalty is payable per month from the due date. Both the extrajudicial, including 20% collection costs, as well as the judicial costs are at the expense of the client / participant. An AWG. 25.00 administration fee is also charged for late payments.

### Force majeure:

Neither EC&T nor its employees are liable for non-performance of contractual obligations or damages to the extent that they are caused by force majeure, in particular fire, water, storm or other natural events, explosion, strike, war, pandemics, civil unrest or other reasons outside the sphere of responsibility/influence of the EC&T.

### Privacy Statement:

Erasmus Consulting & Training (EC&T) acknowledges and respects the privacy of individuals. We advise that the information that you provide on this form may constitute "personal information". This information is being collected for the purposes of processing your registration or enquiry, keeping you informed of upcoming events and assisting us in improving our service to you. The intended recipient of the information is EC&T. The provision of the information is voluntary, but if this information is not provided, EC&T may be unable to process your registration or enquiry. You have the right of access to, and alteration of, personal information concerning yourself. The information is being collected by EC&T and will be held by EC&T. Please contact us for any enquiries you may have in relation to this matter.

I have read and understood the Terms and Conditions for Bookings and Payments

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Signature of participant

\_\_\_\_\_  
Date



## CONTACT

ERASMUS CONSULTING & TRAINING

Email us:

[support@ectaruba.com](mailto:support@ectaruba.com)

Web: [www.ectaruba.com](http://www.ectaruba.com)

Facebook & Instagram: @ectaruba

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