

UCI Extension

Continuing Education

Practical Management for Career Readiness



Essentials of Entrepreneurship: Thinking & Action Module 3



with David Standen, D.B.A

Marketing

Marketing

- Market Research

Marketing

- Market Research
- Marketing Strategy

Marketing

- Market Research
- Marketing Strategy
- Marketing Mix

Market Research

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- Most entrepreneurs enter a market in which they already have above-average professional knowledge
- Smart entrepreneurs never assume this research is finished

Marketing Strategy

- Segmentation



Marketing Strategy

- Segmentation
- Targeting



Marketing Strategy

- Segmentation
- Targeting
- Differentiation



Marketing Strategy

- Segmentation
- Targeting
- Differentiation
- Positioning



Marketing Mix

Marketing Mix

- Product

Marketing Mix

- Product
- Price

Marketing Mix

- Product
- Price
- Place

Marketing Mix

- Product
- Price
- Place
- Promotion

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