

Applying marketing principles to the NHS: a practical approach

Overview

Structured around the process of creating your own marketing plan, this two-day facilitated training experience demystifies marketing and considers its practical application for the NHS. Explaining the process, major concepts and techniques of marketing, the programme is based around a simulation exercise that gives participants the opportunity to experiment with marketing tools and apply their own work experiences.

Covering - The relevance of existing marketing theory, practice, tools and techniques to the NHS and particularly participants own organisations or service(s)

How - Practical exercises, discussion and a simulation exercise, sharing of knowledge and experiences, group learning and mutual support in a safe environment

Outcomes - Each participant will gain an understanding of marketing and the marketing process; realise the opportunities and limits marketing in the NHS; know how to assemble a Marketing Plan; and be able to continue their learning after the programme concludes.

Content

- Introduction (and personal learning objectives)
- Marketing and the marketing process
- Differentiation and competitive advantage
- Market research and analysis methods
- Marketing planning tools
- Marketing mix
- Marketing plans (and budgets)
- Review of learning and personal development plans

Who should attend this session?

This session is designed principally for those who have little or no pre-existing knowledge of marketing but whose role requires them to participate effectively in their organisation's marketing activities and tasked with writing the marketing plan. The course will take a practical, hands-on approach and is ideal for those who are looking to apply the principles of marketing as part of their day-to-day working lives.

Link to the Knowledge and Skills Framework

Attendance at this session will support attainment of level 3 -4 G8 Public relations and marketing.

Agenda

Applying marketing principles to the NHS: a practical approach (two days course)

**15th- 16th April 2008
10am to 4pm**

**Venue – Central London location
(insert map)**

In association with Nicky Spencer, Accomplice (insert logo)

Day 1 10am-4pm	Arrival and registration <ul style="list-style-type: none">• Introduction and personal learning objectives• Marketing and the marketing process Coffee <ul style="list-style-type: none">• Marketing and the marketing process continued• Differentiation and competitive advantage Lunch <ul style="list-style-type: none">• Market research and analysis methods Tea <ul style="list-style-type: none">• Market planning tools
Day 2 10am-4pm	Arrival <ul style="list-style-type: none">• Marketing mix Coffee <ul style="list-style-type: none">• Marketing plans (and budgets) Lunch <ul style="list-style-type: none">• Marketing plans (and budgets) continued• Review of learning and personal development plans Tea, evaluation and close

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