**Training Fiche Template**

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| **Title** | Value proposition in post-pandemic business models: innovative approaches to marketing | |
| **Keywords (meta tag)** | Value proposition, marketing | |
| **Language** | English | |
| **Objectives  / Goals / Learning outcomes** | * Understand how businesses generate values * Determine the role of marketing in this value-generation process * Outline the basics of the Marketing strategy | |
| **Training area: (Select one)** | | |
| **Online / Digital Marketing / Cyber-Security** | |  |
| **E-Commerce / Financing** | | **x** |
| **Digital Well-Being** | |  |
| **Smart work / Digital Nomads** | |  |
| **Description** | This compact course on marketing aims to support SMEs to define market positioning strategies. Moreover, it provides the basics to define communication strategies, engage with external public, creating and retaining value for one’s own brand. | |
| **Contents arranged in 3 levels** | 1. **Value proposition in post-pandemic business models: innovative approaches to marketing**    1. **Value proposition: innovative approaches to marketing**   1.1.1 Value: different approaches  1.1.2 Variables determining value  1.1.3 Inputs’ processing: IPO model  1.1.4 Socio- Economic context: PEST analysis  1.1.5 People  1.1.6 Marketing: definitions  1.1.7 Pillars of marketing practices  1.1.8 Marketing Mix  1.1.9 The marketing mix in the business plan | |
| **Self-evaluation (multiple choice queries and answers)** | 1. **What are the variables determining value?**   **a.- Inputs' processing, socio-economic context, People**  b.- Inputs' processing, People, Price  c.- Inputs' processing, socio-economic context, Price   1. **Which are the components of the IPO model?**   a.- Industry, Process, Outputs  b.- Input, Promotion, Outputs  **c.- Input, Process, Outputs**   1. **What are the elements of the PEST analysis?**   a.- Political, Environmental, Social and Technological factors  **b.- Political, Economic, Social and Technological factors**  c.- Psychological, Economic, Social and Technological factors   1. **Which is not a pillar of marketing practices?**   a.- Demand  b.- Needs  **c.- People**   1. **5. Which is not one of the 8 Ps?**   **a.- Performance**  b.- Place  c.- Product | |
| **Resources (videos, reference link)** |  | |
| **Related material** |  | |
| **Related PPT** | ESMERALD\_MARKETING\_IDP.pptx | |
| **Bibliography** | AMA (American Marketing Association). Definitions of Marketing. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>  Carniel, A. (2019). The ultimate guide to marketing mix: 4Ps, 7Ps, 8Ps, 4Cs, 7Cs. <https://www.albertocarniel.com/post/marketing-mix>  Kotler, P., & Armstrong, G. (2020). *Principles of marketing*. Pearson education.  Magowan, K. (2019). Outcomes vs Outputs: What’s The Difference? <https://www.bmc.com/blogs/outcomes-vs-outputs/>  Streissguth, A. (2021). 8 Great Value Proposition Examples (+ 5 Key Takeaways). <https://www.constantcontact.com/blog/value-proposition-examples/> | |
| **Provided by** | IDP | |