

# APPLYING BASIC TRENDS MODERN MARKETING

## M 2.6

# Why we are here today / expectations

- Learn what is Branding → benefit for your business
- Learn what is Marketing mix and → understand how trends put forward new ideas opportunities.
- Learn E-Marketing and social network marketing → create and spread information.
- Circular economy in marketing → to understand what circular opportunities exist, uncover those opportunities,

# List of topics

(as in syllabus/ theoretical part)

- 🔗 Branding
- 🔗 Marketing trends
- 🔗 E-marketing and social network marketing
- 🔗 Circular economy in marketing marketing in circular economy



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# Learning points

(as in syllabus/ theoretical part)

- ❖ Learn the branding;
- ❖ Learn the basic trends of marketing;
- ❖ Learn the importance of e-marketing and social network marketing
- ❖ Learn the circular economy in marketing.

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# Main activities / structure of the session

## (theoretical, practical,...)

- Presentation of the theoretical part (45 mn)
- Brief discussion and comments on the topic (10 mn)
- **Activity one**: “Why is so important the branding?” (40 mn. – work in pairs))
- Break (10 mn)
- **Activity two**: “Which are the marketing trends?” (40 mn – individual work)
- **Activity three**: “E-marketing and social network marketing: what are they and what use can you make of them?” (45 mn- individual work))
- Break (10 mn)
- Questions and wrap up session (25 mn)
- Evaluation (15 mn)

# What are you expected to produce

(list of concrete outputs)

- Use modern marketing trends and communication and circular economy for business development;
- Persuade the selected trends for business development;
- Can defend their choices for using modern marketing trends and communicating circular economy;

# Overview on the theoretical part

The aim of this session is to understand that the key objective of an organization's marketing efforts is to develop satisfying relationships with customers that benefit both the customer and the organization. These efforts lead marketing to serve an important role within most organizations and within society.

Participants will learn how to build a modern marketing team and the necessary skills.

And again, they will understand that the purpose of branding in marketing is to establish trust within consumers and create loyalty. Their brand will not only give their buyers a way to remember them but also creates an identity for their business and sets them apart from competitors.

# Branding

Branding is:

*“the process of creating a strong, positive perception of a company”*

Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.



Source image: <https://www.tempimodernilavoro.com/it/la-strategia-di-employer-branding/>



# Marketing Trends

A market trend is anything that alters the market where your company operates.

This could be something as far-reaching as artificial intelligence technology, as fickle as consumer preferences, or as industry-specific as new regulations.

In fact, it's almost certain there are multiple market trends affecting your business at the same time, right now

# E-marketing and social network marketing

Marketing is the communication of one to many and a market-oriented firm is one which prioritizes market intelligence and a strong customer focus.



Brands and advertising are central to the field of marketing, and brands represent powerful conduits of meaning that contribute to customers' concepts of self.

Source image: <https://www.xyllinesitservices.com/online-marketing-and-its-benefits/>

# Circular economy in marketing, marketing in circular economy

Marketing, in the circular economy, in order to be successful in informing and educating the customer about responsible and sustainable consumption, must:

- communicate the company's new sustainable approach to the consumer
- responsibly influence the shopping experience.

The pillars to follow are:

- the shopping experience and no longer the product
- the new virtual sales spaces instead of physical sales points
- the exchange of value and not the price itself
- consumer evangelization rather than promotion of the brand or products offered on the market.

# Activity One

## “Why is so important the branding?”

(40 mn) - Work in pairs

- 1) Educators help participants make two-person pairs
- 2) To the participants were given the annex n. 2 (pen, pencil, paper, available)
- 3) Before this activity, participants must have learned the “branding”
- 4) The participants have annex no. 2 ahead of them: the couple work consists in filling in the format with the description of what is required by the title of the exercise.
- 5) The participants in pairs, for the drafting of the task, can confront each other.
- 6) it is possible to use the computer for reference searches (to be indicated in the assignment)
- 7) The participants can ask for information and / or explanations from the reference mentor
- 8) At the end of the classwork, you will be able to continue on the analysis in the successive activity n. 2.

# Activity Two

“Which are the marketing trends?”

(40 mn) – Individual work

- 1) - To the participants were given the annex n. 3 (pen, pencil, paper, available)
- 2) - Before this activity, participants must have learned the “marketing trends”
- 3) - The participants have annex no. 3 ahead of them: the individual work consists in filling in the format with the description of what is required by the title of the exercise.
- 4) - Educators and mentors explain to the participants the task;
- 5) - It is possible to use the computer for reference searches (to be indicated in the assignment)
- 6) - The participants can ask for information and / or explanations from the reference mentor
- 7) - At the end of the classwork, you will be able to continue on the analysis in the successive activity n. 3.

# Activity Three

“E-marketing and social network marketing: what are they and what use can you make of them?”

(45 mn) – Individual work

- 1) To the participants were given the annex n. 4 (pen, pencil, paper, available)
- 2) Before this activity, participants must have learned the part of “E-marketing and social network marketing”
- 3) The participants have annex no. 4 ahead of them: the individual work consists in filling in the format with the description of what is required by the title of the exercise.
- 4) Educators and mentors explain to the participants the task;
- 5) It is possible to use the computer for reference searches (to be indicated in the assignment)
- 6) The participants can ask for information and / or explanations from the reference mentor
- 7) At the end of the classwork, you will be able to understand the correct way for using e-marketing and social network analysis in own business idea

# What we achieved today: our results

At the end of this session, the participants will have acquired:

- Knowledges about branding;
- Participants should be able the market's behaviour in business and be able to assess them as far as branding is concerned Participants will allow the opportunity to examine the process alongside the intricacies of design, promotion, and branding;
- Knowledges about marketing trends are and all the elements that make it up.;
- Participants will be able to identify the correct use of social media marketing for own business idea and applying them.