

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

MARKETING

Introduction to Marketing

Core Concepts, Principles and Practice for Marketing Newcomers

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Marketing	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

Marketing touches every part of an organisation's relationship with its customers, yet its principles are often misunderstood or applied inconsistently. This foundational training course introduces the core concepts, language, and practical tools of marketing.

Through practical exercises and real-world examples, participants build a solid grounding in customer-centric thinking and the fundamentals needed to contribute confidently to marketing discussions and decisions.

This Seya Capital training course will highlight:

- Core marketing concepts and the marketing mix
- Customer-centric thinking and market segmentation
- Marketing planning basics
- Foundations of branding and marketing communications
- A practical, transferable marketing toolkit

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
25 – 29 Jan 2027	Nairobi, Kenya	5 days	**US$ 2,100**
1 – 12 Feb 2027	Zanzibar, Tanzania	2 weeks	**US$ 3,780**
8 – 12 Feb 2027	Zanzibar, Tanzania	5 days	**US$ 2,100**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, participants will be able to:

- Define marketing's role in value creation for organisations and customers
- Apply core marketing concepts to real business situations
- Understand customer needs and approaches to market segmentation
- Use the marketing mix (product, price, place, promotion) effectively
- Build a basic marketing plan

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for anyone building foundational marketing knowledge, including:

Professionals new to marketing

Non-marketing managers who work closely with marketing teams

Entrepreneurs and small business owners

Sales, operations, and support staff needing marketing literacy

Early-career marketers

PROGRAMME

Course outline

Day 1: What is Marketing? Foundations and Mindset

- Defining marketing and its role in organisational success
- Marketing myths versus marketing reality
- The customer-centric mindset
- Marketing's relationship with sales, product, and strategy
- Overview of the marketing environment

Day 2: Understanding Customers and Markets

- Consumer and business buyer behaviour basics
- Market segmentation, targeting, and positioning (STP)
- Building simple customer personas
- Market research fundamentals
- Workshop: segmenting a sample market

Day 3: The Marketing Mix in Practice

- Product and value proposition basics
- Pricing fundamentals and considerations
- Place: distribution and channel basics
- Promotion: an overview of marketing communications
- Adapting the mix for services and digital contexts

Day 4: Branding and Communication Essentials

- Introduction to branding and brand identity
- Basics of marketing communications and messaging
- Overview of digital and traditional marketing channels
- Introduction to content and social media basics
- Workshop: crafting a simple brand message

Day 5: Building a Basic Marketing Plan

- Structure of a simple marketing plan
- Setting objectives and budgets
- Selecting channels and tactics
- Measuring marketing performance: basic metrics
- Final exercise: presenting a mini marketing plan

METHODOLOGY

How you will learn

This training course uses interactive lectures, case discussion, group exercises, and a guided planning exercise to build practical, foundational marketing capability.

IMPACT

The return on learning

For your organisation

- Stronger foundational marketing capability across teams
- A shared marketing vocabulary and mindset
- Improved customer focus in day-to-day decisions
- Better collaboration between marketing and other functions

For you

- Gain a solid grounding in marketing principles
- Acquire a practical, transferable marketing toolkit
- Build confidence contributing to marketing discussions
- Establish a foundation for further marketing specialisation

CERTIFICATION

Seya Capital certificate

Upon successful completion of this training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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