



## **ESCR121 Marketing 101: The Fundamentals of Marketing and Branding**

The purpose of this course is to teach participants what marketing is, what it does, and how to develop a strong brand foundation for their marketing process.

At the conclusion of this course, participants should be able to:

- Define marketing and identify its many activities
- Recognize and align key components of their brand and its promise
- Identify the strategic elements of marketing
- Develop targeted activities consistent with their promise