



XYZ REPUBLIC
The Game Is On!



MARKETING FOR NEW PAWNS

ABOUT XYZ REPUBLIC

We're A Republic Of Rebels That mission is to Revolutionise Business Education And Lead You To Mastery!

At XYZ Republic, we do not pride ourselves on being the largest, oldest, nor best provider of academic excellence; we pride ourselves on our authentic concepts, tailored business programs that work, and practical methodologies that get you right into the business game.

The Experience We Offer

Cases and Projects are at the heart of every XYZ program. Tutors are experts in their fields practically and are not academic professors. Our aim is to let you think & do .. not to memorise theories. This's why we expose you to different business environments so you get a grasp of how the work is done in real-life situations.

We make sure you get to meet with like-minded people to create an exciting environment where every member is quite beneficial to one another. And to make it even more exciting, your final project is a real case that's presented to the board of directors of the company you apply at. That will give you confidence and train you to make decisions.

OUR PHYLOSOPHY

It's About You Doing!

- We respect every citizen of our republic, and we serve them with care and love.
- We designed comprehensive programs which guarantee you mastery of the practical aspects.
- To help forge the ultimate businessman; we work on your mind, vision, and character as they are all linked.
- We are not a commercial institution to sell certificates. You earn it by hard work, sweat and tears.
- We chose business because it is never a job, and it can't be. Business is a unique way of thinking and it's fun.
- And last but not least, our programs move to you. You don't need to come all the way to our premises.





WELCOME TO XYZ REPUBLIC .. YOUR REPUBLIC!

We would love to thank you for giving us the opportunity to help you leverage your marketing understanding and practice by choosing our program "Marketing For New Pawns". We promise it's gonna be a great journey together.

THE PROGRAM

This 100% practical program is designed to give you the concepts and frameworks necessary to understand and practice marketing.

This Program is a step by step practical guide to walk you through marketing uniquely. We won't be discussing concepts. We will be out in the market, analysing, discussing, and applying. It's time for you to be a true marketer.

WHO SHOULD ATTEND

- Fresh Grads
- New Marketers
- Start-Ups



INTRO

The Program is aimed at helping new Pawns like yourself understand and do marketing.



OBJECTIVES.

1. Understand and apply Marketing concepts and tools.
2. Understand customer's needs and behaviours.
3. Developing a complete marketing plan.
4. Understand and applying Branding methodologies.
5. Understand and applying market research and info. gathering.
6. Using communication channels & Digital Marketing.

PROGRAM MODULES

● H = Hour
● C = Class

1

MARKETING IS NOT SALES

- Marketing In Action
- Market Dynamics
- Needs, Wants & Demands
- Case Study
- Meeting with an expert

4H/1C

2

WHAT CONSUMERS WANT

- Human Psychology
- Buying Process
- Buying Behaviour
- Social Influences

4H/1C

3

MARKETING PLAN

- SWOT Analysis
- Marketing Mix
- Segmentation, Targeting & Positioning
- Business Model

4H/1C

4

MARKETING COMM.

- Marketing Channels
- Promotion Techniques
- Guerrilla Techniques
- Inbound Marketing

4H/1C



HANGOUTS

- 50% of The Course is Outdoors. Why to sit and talk about things when we can see it in reality.

8H/2C

FINAL PROJECT

There'll be a final project that you're going to spend two weeks on. Project will be presented directly to the board of the company collaborating with XYZ during the course. The project represents %30 of the program overall score.



FEES & DURATION

All Material/Presentations included

PROGRAM FEES

4500 L.E

%10 off to XYZ citizenship holders.

DURATION & MATERIAL

- 24 hours
- 4 Modules
- Case Studies
- All Practical
- Presentations (Soft Copy)
- The Group is 6 to 10 people Max.

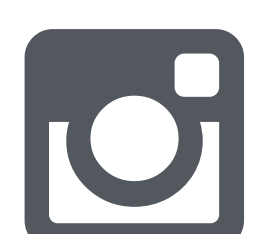


YOUR MOVE

4 Arkan Plaza, Sheikh Zayed, Giza,
Egypt info@xyzrepublic.com

+202 382 77077
+2 0110 28 7777 3/5

WWW.XYZREPUBLIC.COM



/XYZREPUB