



MASHAV – Israeli Agency for International Development Cooperation

MCTC – MASHAV Carmel Training Center

Online course

Marketing Strategies in Business



**Six online meetings between
November 5-23, 2020**

MCTC – MASHAV Carmel Training Center
12 David Pinsky st. Haifa 3435124, P.O.Box 6111, Haifa, Israel
Tel: +972-74-7932330 Fax: +972-74-7932305
Website: www.mctc.mfa.gov.il

OBJECTIVE

The primary objective of this online course is to give participants the skills and knowledge they need to understand and function in marketing. This online course will emphasize the topics of branding, client oriented marketing, digital culture and marketing, market segmentation, targeting, positioning, advertising and strategic marketing integrated with the topics of ethics and social responsibility as they relate to marketing. All this will be integrated with digital marketing concepts allowing participants to focus on the continuous marketing and renewal processes.

COURSE DESCRIPTION

This course will enable participants to understand the fundamentals of marketing concepts and the role marketing plays in business. This online course will allow participants to understand the 'Marketing mix' elements and the strategies and principles underlying the different marketing practices.

Online activities including lectures, discussions and case studies will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, and analysis of marketing cases.

COURSE AIMS

- Discuss major bases for segmenting consumer and business markets
- Understand the place and contribution of marketing to the business enterprise
- Identify the benefits of marketing channels
- See effects of the digital revolution and new media on marketing and sales promotion strategies
- Present digital tools

PROGRAM TOPICS

- Branding as a Business Tool
- Introduction to Marketing strategies
- Client Oriented Marketing
- Online Tools for Business Development
- Digital culture and Marketing
- Marketing Strategies

APPLICANT'S PROFILE

This course is targeted for business consultants, trainers and mentors representing governmental institutions, agencies and NGOs involved in the development and support of small business development. Candidates must have at least five years of experience in related disciplines. Full command of the English language is required.

Participants will need access to all the technology needed for a webinar (computer, video, microphone, speakers, and a stable internet connection) as well as have 2 free hours a session to participate as the course is very interactive and participants will be expected to participate fully in every task. A convenient, quiet and adequate working environment is highly important.

APPLICATION FORM

Application forms can be obtained at the nearest Israeli mission. Please contact the Israeli Embassy in your country for more information.

Completed application forms should be sent to the relevant Israeli mission in the respective country by the [16.10.2020](#)

ABOUT MASHAV

MASHAV – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives.

MASHAV's approach is to ensure social, economic, and environmental sustainable development, and is taking an active part in the international community's process of shaping the 2030 Agenda of Sustainable Development.

MASHAV's activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a "train the trainers" approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

About The Golda Meir MASHAV Carmel Training Center (MCTC)

The Golda Meir MASHAV Carmel International Training Center (MCTC) was established in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia. Since the establishment of MCTC, some 22,500 participants from over 140 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, the Middle East, Oceania, and the Caribbean have attended over 650 capacity-building programs and workshops, and 30 International Conferences for Women Leaders, conducted in Israel.

MCTC focuses on three areas of study: Community Development, Early Childhood Education, and Entrepreneurship and Innovation, all with gender as a crosscutting issue. In each training program there are up to 30 women and men from various countries. Usually two courses are conducted concurrently in different languages (English, French, Spanish, Russian, or Arabic). The Center is located on Mount Carmel in Haifa. The building consists of living accommodation and classrooms, as well as recreation and dining facilities. A library and a computer laboratory with internet access serve the participants. MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations and development authorities.

Thursday 5.11.2020

13:30

Opening Ceremony
Welcome remarks

14:00 – 16:00

Introduction to Marketing strategies
Mr. Yehuda Michael, Program Director at MASHAV Carmel
Training Center

Monday 9.11.2020

14:00 – 16:00

Client Oriented Marketing
Mr. Danny Abramovich, Marketing Expert: Entrepreneur,
Consultant & Lecturer, Marketing To Go Ltd.

Thursday 12.11.2020

14:00 - 16:00

Branding as a Business Tool
Ms. Sharon Gesthalter, Brand Strategist and Copywriter

Monday 16.11.2020

14:00 – 16:00

Online Marketing Strategies
Dr. Iliya Stechkin, Digital Marketing Expert

Thursday 19.11.2020

14:00 – 16:00

Digital Marketing Tools
Dr. Iliya Stechkin, Digital Marketing Expert

Monday 23.11.2020

13:30 – 15:30

Final project presentation

15:30 – 16:00

Closing Ceremony

