

Marketing and the Equine Industry

An introduction to strategic marketing management in the social, economic, and technological environments of today's equine industry

Objective – The participant will develop skills in market analysis, marketing strategies, and planning as related to emerging trends in the equine industry, and recommend competitive marketing strategies by evaluating an organization's internal strengths and weaknesses, and external opportunities and threats.

Specific topics covered in the course include:

- Marketing to the equine industry
- The four P's of marketing
- Market segmentation and target markets
- Product differentiation and positioning
- Customer relationships
- Market research
- Marketing strategies
- Communication strategies
- Distribution
- Pricing
- Integrating market and sales plans

Course Project – Prepare a marketing plan for an equine related business, product line, or service