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Workshop Overview: This workshop provides the aspiring outdoor industry entrepreneur with essential marketing and branding basics to develop a marketing plan and brand strategy. Next, the workshop also explores real-world examples of marketing in practice. It concludes with an overview of related marketing topics for new outdoor business owners to consider as part of their marketing efforts.

Workshop Learning Objectives:

1. Comprehend and apply the fundamentals of marketing analysis, segmentation, targeting, positioning, and consumer behavior
2. Recognize the elements of the Marketing Mix and how they are used in developing the marketing strategy.
3. Learn the marketing plan components and their role in executing the marketing strategy.
4. Develop an understanding of branding essentials and the necessary elements for creating a brand.
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