

# WEBINARS BUSINESS SUPPORT

Creation cycle

## ELABORATING YOUR MARKETING MIX

**APR. 21ST | 7.00 PM - 8.00 PM**

## OBJECTIVE OF THE WEBINAR

Defining the mix marketing methodology and understanding how to adapt it to your objectives.

This webinar will help you to :

- The methods to study your market
- The concept of the marketing mix with the 5Ps
- The development of a marketing strategy

**Registration :**

[www.ccism.fr](http://www.ccism.fr)

## PRESENTER



**JOY CARTY**  
**PROJECT  
MANAGER**

A Project Manager with a degree in Marketing Project Management and Business Development. Joy has many years of experience in strategy development for small businesses and associations. Ms. Carty is passionate about innovation and strongly believes that by having a clear strategy and a long-term vision is fundamental for the success and growth of a company.



Fonds Européens Structurels  
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