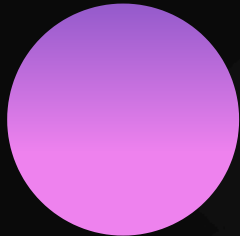




IClub 2025 Season

Marketing committee Plan



By:
Roaa Yasser
Khalid Ali

Goals

01 A member who knows the fundamentals of marketing.

02 Improve the soft skills for the members such as (teamwork – presentation – communication)

03 Create a safe environment to innovate and express freely



Topics

1. Introduction to marketing + 7ps
2. Segmentation + targeting
3. Positioning + Branding + Buyer persona
4. SOWT analysis + PESTEL analysis
5. Market research + competitor analysis

6. Introduction to digital marketing + Email Marketing
7. Creativity + content and copy writing
8. SEM + SEO
9. Marketing strategies
10. Final project

Schedule & Deadlines

**Every two weeks a session and
tasks to evaluate the process**

**deadlines are usually the day
before the session**





THANK YOU

for watching this presentation