

Creative Marketing Training On Student Marketing Manager Company Fostered Entrepreneurship Development Center

by Endang Mulyani, dkk

ABSTRACT

Marketing is the company's activities in the planning, pricing, products, distributing goods and services, and promotions. Marketing would be effective if done creatively and continuously. Through creativity, the product will be different when compared to competitors. In the comprehensive elaboration, a word of creativity should be able to bring the attention of the consumer mind share and heart share, for the main purpose of marketing is a MUST HAVE TO SELL, Because nothing happens until it sell's. Reality is happening in the field, in the activity of Student Company, the problems mostly arise in managing student company is in the field of marketing. SC members in general can produce the goods, but once finished, the problem that arises is how to sell? to whom the goods were sold ?. This led to lower sales turnover and the impact of small gains. The impact made a member of the SC becomes less enthusiasm because to do activities SC trained to be independent (not allowed no aid money from any party), while the income is small. Besides, members of the SC generally in marketing are still monotonous, retail sale door to door in the environment of the school or school each member of the SC. Another thing that is becoming a problem in selling can not be done continuously. The cause developmental SC Permasalahan somewhat hampered.

To solve the above problems, a team of devotees (EEC) has a thought that to develop the activity of the SC, the first step that needs to be done is to conduct training associated with marketing the marketing manager in each SC. Hopes of each marketing managers who have been trained to be delivered to members of the SC in their respective environments. With this activity diharakan SC members will have a powerful ability in marketing their products, sales omet be increased, eventually the benefits will increase, eventually the activity of SC will run smoothly. This is done because the SC has become part of extracurricular activities in high school and vocational partially Yogyakarta.

Kata Kunci: *creative marketing, marketing manajer, student company*