The following is suggested email text for announcing the Marketing Essentials Café. Feel free to customize the invitation for your organization. For any bracketed text […], insert text appropriate to your organization and the Café you plan to offer.

**Marketing Essentials**

Subject: Harvard ManageMentor Marketing Essentials Café

Every company aspires to win the competitive battle for the hearts, minds, and wallets of its customers. Effective marketing can often make or break your ability to do so. Marketing effectively starts with knowing your customers and what they really want, then giving it to them in a way that they'll appreciate, makes them feel valued, and at the same time, differentiates you from your competition. It is everyone’s job—not just the responsibility of one department or a group of experts.

To cultivate key skills to help your company win in the markets you serve, join us for a Marketing Essentials Café session, a learning opportunity sponsored by [sponsor] and based on material from Harvard ManageMentor. The Café will be led by [facilitator name and job title]. This hour-long session is scheduled for [date, time, web conference information or location]. The Café will help you to develop a marketing orientation toward customer needs, to understand the factors that influence buying, and to create strategies to attract and serve your customers.

Before attending the Café, please complete the following five lessons and the online comprehension assessment in the Harvard ManageMentor Marketing Essentials topic [LINK to Harvard ManageMentor Marketing Essentials topic]:

* Cultivate a Marketing Orientation
* Understand Your Customer
* Create a Marketing Strategy
* Create and Implement a Marketing Plan
* Global Marketing

In addition, please complete and have available the following:

* Complete the “Worksheet for Developing a Marketing Orientation” in the “Cultivate a Marketing Orientation” lesson of the Harvard ManageMentor Marketing Essentials topic
* Complete the practice activity “Understand Customer Needs” in the “Understand Your Customer” lesson of the Harvard ManageMentor Marketing Essentials topic

Please feel free to contact [sponsor] if you have any questions about the pre-work assignment or the Café session.

Thank you. We hope to see you on [DATE], [NAME OF PERSON OR GROUP SENDING THE EMAIL]