



Level 2 BUSINESS MARKETING

Student Profile

This programme is designed for people who wish to gain an understanding of principles and practice of Business Marketing. No prior knowledge is required.

Objectives

The objectives of the course are to:

- Conduct market research
- Define customers needs, wants and desires
- Carry out a SWOT analysis
- Prepare a marketing plan
- Describe a range of marketing methods
- Evaluate the benefits of using different marketing media
- Compose purposeful advertising copy
- Understand how to use press releases, promotions and public relations
- Define the selling process
- Devise a telephone sales campaign
- List the benefits of keeping advertising records

Study Method

The course is designed for study by distance learning at work or at home. Students receive course manual, assignments and studyguide plus tutor support by mail and email. You can start at any time and plan your studies over a period of up to one year from the time of enrolment.

Assessment

Each element is followed by a written assignment, which is submitted and marked by your tutor. There is no external examination required.

Price and Payment Methods

Please refer to current price list

Course Certification

At the end of this course successful learners will receive a Certificate of Achievement by ABC Awards and a Learner Unit Summary (which lists the details of all the units you have completed as part of your course).

The course has been endorsed under the ABC Awards' Quality Licence Scheme. This means that Kendal Publishing has undergone an external quality check to ensure that the organisation and the courses it offers, meet certain quality criteria. The completion of this course alone does not lead to

Study House - 01539 724622 - info@study-house.com

an Ofqual regulated qualification but may be used as evidence of knowledge and skills towards regulated qualifications in the future. The unit summary can be used as evidence towards Recognition of Prior Learning if you wish to progress your studies in this sector. To this end the learning outcomes of the course have been benchmarked at Level 2 against level descriptors published by Ofqual, to indicate the depth of study and level of difficulty involved in successful completion by the learner.

The course itself has been designed by Kendal Publishing to meet specific learners' or employers' requirements. ABC Awards' endorsement involves a robust and rigorous quality audit by external inspectors to ensure quality is consistently met. A regular review of courses is carried out as part of the endorsement process.

ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government.



Course Duration

Students may register at any time and have a full year to complete their studies. The course will take around 90 hours of study to complete.

Pack/Course Contents

Your study pack is dispatched in full at the time of enrolment and provides all you need to complete your studies:

- Studyguide
- Comprehensive study notes for each element of the course
- Self-assessment activities
- Assignments
- Tutor support
- Assignment marking & feedback
- Certification

Course Content

The course is divided up into three units, as follows:

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Unit 1: Marketing Your Business

Why do market research
Who will be your typical customer
What will they want
Why will customers buy from you
How to do market research successfully
SWOT analyses
Your marketing plan

Unit 2: Advertising & Promotion

Planning – position & strategy

Advertising a business

Promoting a business

Unit 3: Personal Selling Skills

What is selling

Building blocks leading to a sale

Handling incoming calls

Making appointments by phone

Reaching the decision maker

The sales presentation

Telephone selling

Handling objections

Keeping records

How to motivate yourself