GET INTO MARKETING

Designed for: Those who wish to gain an introduction to marketing principles

Pre-requisites: Experience of using Windows, Word and Excel to proficient level together with Publisher. Some experience of using the Internet and Mail Merge

Objectives: To teach the basics of marketing

Course Content:

- Lesson 1: The importance of marketing, company case studies, market research, competitor research
- Lesson 2: The product life cycle, product strategy, place strategy, pricing strategy, promotion strategy
- Lesson 3: The importance of advertising, creating an ad, different direct marketing techniques, press releases
- Lesson 4: Marketing on the World Wide Web, attending and exhibiting at trade shows
- Lesson 5: The concepts of television, radio and print advertising, building a brand, SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, careers in marketing

Features:

- Structured modular approach to make learning easy
- An animated Wizard to assist in the learning process
- Practical exercises to consolidate knowledge gained using Word, Excel and Publisher

Benefits:

- Learn an introduction to marketing principles
- The flexibility and value of a self-study course designed to enable you to work at your own pace
- A personalised workbook to use as a reference guide on completion of the course
- The opportunity to gain the widely recognised Pitman Training Certificate

Duration: 10-12hrs

What Next?
Microsoft FrontPage
Macromedia Dreamweaver

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