

Get Into Marketing

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

Prerequisites: Experience of using Windows, Word and Excel to proficient level. Some experience of using the Internet and Mail Merge.

Objectives: To learn 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 Internet, 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

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

Course duration: 10 - 12 Hours

What next: FrontPage 2000
Dreamweaver 4 Introduction