

Marketing Principles and Digital Opportunities

This course offers an overview of marketing, as well as insights into the core principles of digital marketing. The course will help you understand the central purpose and nature of marketing.

course outline

IS THIS COURSE FOR YOU?

This course is suitable for anyone who wants to learn the principles of marketing.

ABOUT THE COURSE

Marketing is a core element of business that's in high demand. This course will be valuable to you if you're looking for promotion, additional responsibility, or to broaden your opportunities.

The course offers an overview of this important discipline, as well as detail on core principles. This will help you become confident in understanding the true purpose and nature of marketing.

Each course module includes a short quiz so that you can confirm your understanding of the material covered before moving to the next topic.

BENEFITS

- Flexible, self-paced learning
- The opportunity to gain an industry-recognised Pitman Training Certificate

WHAT YOU'LL LEARN

The course has 8 modules and covers:

- The Basics of Marketing
- The People and Planning in Marketing
- Product, Pricing, and Promotion
- Distribution and eMarketing Ethics
- Competitive Marketing Strategies
- Building a Digital Market via Websites and Email
- Embracing the Digital Opportunity
- Social Media and Social Selling

AIMS AND OBJECTIVES

This course will help you understand the true purpose and nature of marketing. You will also examine core marketing principles and practices.

PRE-REQUISITES

No pre-requisites are required for this course.

CAREER PATH

Learning some of the principles of marketing can lead to a rewarding career, such as a Marketing Assistant. Further training and experience can lead to Marketing Manager, Social Media Manager, or Head of Marketing positions. Another area where knowledge of marketing is essential is if you decide to set up and run your own business.

COURSE DURATION: approx. 8 hours

Actual course duration will vary based on prior skills and application.



CPD POINTS: 8

CPD points awarded upon successful completion

To find out more, speak to one of our course advisors.



Building careers
for 180 years.

