

# Marketing Essentials

## course outline

Over four lessons you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market a company, effective advertising and the four P's of marketing products.

### IS THIS COURSE FOR YOU?

Our Marketing Essentials course has been developed to give an insight to those new to marketing, an understanding of the concepts and processes involved in how a company effectively places itself and its products in the marketplace.

### ABOUT THE COURSE

In today's market, driving business forward is a tough and highly competitive game. Beating competitors and increasing profit is at the forefront of many business development plans – pushing marketing forward as a fundamental sales channel.

The course will take around 8-10 hours to complete and can be studied at times to suit you using our self-study method meaning you can take it at your own pace.

On successful completion of the course you will gain a renowned Pitman Training certificate which will set your CV apart from the crowd.

### There are four lessons in this course:

**Lesson One:** Understanding what a marketing plan is for; how to research a product for marketing purposes; how to carry out market research; qualitative and quantitative research; questionnaires; customer profiles.

**Lesson Two:** How websites are designed to market the company and the product; working with search engines; using keywords to increase internet presence; using social networks as a marketing tool; different ways to advertise online; email marketing; mobile marketing; monitoring the effectiveness of search, website and social media marketing; convergent technology.

**Lesson Three:** The AIDA formula for effective advertising; the use of colour, images and text in advertising; how advertising encourages the customer to take the next step; why and when companies use flyers; elements of an effective flyer; why and when companies use news releases; key elements of an effective news release; writing a news release; how news feeds work in social networking; effective television and radio advertising.

**Lesson Four:** The four Ps of marketing products; the lifecycle of a product; product placement and pricing strategies; how companies promote the brand; the importance of brand loyalty; careers in marketing, and how to get started in this sector.

### AIMS AND OBJECTIVES

The aim of this course is to give an understanding of how marketing departments plan and execute marketing strategies.



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## PRE-REQUISITES

There are no formal pre-requisites required but familiarity with Microsoft Word would be preferable prior to starting this course.

## CAREER PATH

With this certificate on your CV you can work towards roles such as Marketing Assistant, Social Media Manager, Marketing Manager, Events Manager or even be able to start thinking about marketing your own entrepreneurial venture!

## COURSE DURATION: AROUND 8-10 HOURS

*(Actual course duration will vary from individual to individual, based on prior skills and application).*



## CPD POINTS: 10

*(Awarded CPD points upon successful completion)*

**To find out more about this or any of our courses, speak to one of our course advisors.**



Building careers  
for 180 years.

