

# Marketing: Unleashing The Potential of Your Business

**Course length:** 15 hours\*

**Course Code:** 100047BT001

## Benefits for the Learner

Marketing: Unleashing The Potential of Your Business is a straightforward, jargon-free guide designed to take the mystery out of marketing.

It explores exactly what marketing is (finding customers and providing them with what they want, at a profit) and shows you how to manipulate the Four P's of marketing – Product, Price, Place and Promotion – to make your business more successful and more profitable.

## Benefits for the Business

If you don't have customers, you don't have a business! That's why organisations that really understand their customers have a vital edge in today's competitive marketplace.

This course will help your business to develop an effective Marketing Plan based on a detailed understanding of what your customers need and want. You'll learn valuable new skills to help your business thrive by delivering the right product at the right price at the right time!

## What You Get From This Course

Having completed this course, you will be able to:

- Understand the importance of customer focus
- Know how marketing strategy fits with overall business planning
- Apply marketing theories as practical business solutions
- Assess the success of marketing initiatives
- Understand how technology can be used in marketing

## What Does the Course Cover?

- Marketing – who, me?
- Getting to know your customers
- Where are you now?
- Where do you want to be?
- Product
- Place
- Price
- Promotion
- Bringing it all together

## How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 15 hours to complete.

\*Courses are accessible for six months from the date of purchase.