

Marketing

Course length: 5 hours*

Course Code: 100594BT005

This course introduces the key principles of marketing and shows how you can apply them within your business.

Benefits for the Learner

The idea behind marketing is actually very straightforward – it means putting the customer's needs and wants at the very centre of your business thinking.

This course is a great introduction to the theory and practice of marketing. It explores the 4Ps – Product, Price, Place and Promotion – and the ways in which effective marketing can win and retain loyal customers for your business.

Benefits for the Business

For your business to succeed, everyone within your organisation must understand and practice the basic principles of marketing – identifying, anticipating and satisfying your customers' needs profitably.

This course will help you adopt a top-to-bottom customer focus within your company. It gives your managers a better understanding of marketing that they can then pass on to their own teams.

What You Get From This Course

Having completed this course, you will be able to:

- Define what marketing is and the range of areas it encompasses
- Segment customers into meaningful groups and identify the ones that are – or could be – most profitable
- Analyse the business's strengths, weaknesses, opportunities and threats
- Identify the four types of marketing strategy available and determine which is most appropriate for the business
- Promote the business effectively

What Does the Course Cover?

- What is marketing?
- Who are your customers?
- Analysing the business
- Market planning
- Promoting the business

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 5 hours to complete.

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