

# Marketing Your Business

## At a glance...

### Training (Only)

#### Duration Notes:

The expected duration for the course is one day, however please note this may vary according to factors such as level of experience, modules or attachments selected, or the ratio of instructors to learners.

## Introduction

Provide your customers with the products or services they need with our Marketing Your Business course.

## Overview in brief

Our course will help you to understand marketing, meet your customers' needs and make your business much more effective and profitable.

## The finer details

This is a one-day training course which will look at the basic marketing skills and help you plan your campaign.

You'll receive a certificate when the training is completed.

You'll look at these key areas:

- What is marketing?
- Discovering the needs of the customer
- SWOT analysis
- Setting objectives
- Exploiting opportunities: organising your responses
- Product/Service
- Place
- Price
- Promotion
- People



- Physical evidence
- Processes
- Budgeting for marketing
- Has it worked?



## Who should attend?

This course is for you if you want to market your business effectively and achieve success. It's also useful if you are considering a new business area.

## What will be covered?

By the end of the course you'll be able to:

- Know what marketing is and how it can help develop your business
- Know the vital questions to ask, and gain answers to, before embarking on a new business venture
- Understand all the elements for the marketing mix
- Understand the areas you have to budget for
- Know how to measure its effectiveness.

## Other areas of interest

- Planning Your Business for the Future
- Business Planning and Development
- Project Management.

