

**Duration:** 3 hours

**Course level:** Introductory

**Delivery method:** Online

## Introduction

**Marketing is the process a business uses to identify or anticipate its customers' needs and desires and promote its products or services accordingly. Successful marketing can really boost the profitability and reputation of any business.**

This course provides a simple introduction to the subject, its concepts and its principles. It gives employees a basic understanding of the theories of marketing and how to analyse marketing methods, in turn helping them become more customer focussed.

## Who is the course for?

This course is for people who are likely to become line managers. It is also suitable for those who are already in post, but have had little or no formal training and limited work experience.

There are no formal entry requirements and the easy to follow, step-by-step format of this course means participants can work at their own pace, making it ideal for anyone new to the subject.

## What will you get from this course?

When you have completed this course, you will be able to:

- describe what marketing is, and understand the importance of the four key elements: product, price, place and promotion
- explain how to find out more about customers and organise them into meaningful groups
- understand how to analyse your business using SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
- develop an effective marketing strategy
- promote your business.

## Course features

**Marketing** gives you a theoretical introduction to marketing, its concepts and its principles.

The course uses a simple case study, and basic exercises such as multiple choice and true or false questions. After each exercise you'll be given feedback on how you've done.

An audio soundtrack delivers most of the content, with simple graphics and on-screen text summarising the key points.

You can print a transcript of each screen's audio component for future reference. The course also includes a glossary of business terms, an alphabetical list of business "thought leaders", and a resources section featuring links to useful online business resources.

**Marketing** is available for six months from the date first accessed.

### Other courses you might be interested in

Steps to Success –  
Professional Sales Skills  
Make or Break 2 –  
Growing Your Business

eMarketing  
Building Blocks for eBusiness  
Marketing – Unleashing the Potential  
of Your Business

**Course code:** 100594BT005

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