

Duration: 5 hours

Course level: Introductory

Delivery method: Online

Introduction

Finding customers and providing them with what they want, when they want it is an essential part of running any business. In order to succeed in a competitive environment businesses need to identify and focus on their customers' needs and desires, and then shape their products and services accordingly.

Marketing – Unleashing the Potential of Your Business provides an introduction to marketing and the importance of developing a customer focussed approach. It offers a basic overview of marketing concepts and principles, which will introduce employees to the skills they need to develop, deliver and promote the right product at the right price and the right time.

Who is the course for?

Marketing – Unleashing the Potential of Your Business is a suitable starting point for people who are likely to become first-time managers, and those who are already managers but have little or no knowledge of the subject area. It is also useful for anyone starting their own business.

The easy to follow, step-by-step format of this course means people can work at their own pace. This course is appropriate to any business sector, there are no formal entry requirements and employees do not require any prior experience.

What will you get from this course?

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

- understand the importance of developing and maintaining a customer focus
- understand the four main elements of marketing: product, promotion, place and price.

Course features

Marketing – Unleashing the Potential of Your Business uses on-screen text, optional voiceover and simple graphics to illustrate the basic concepts. As you work through the course you'll be presented with simple activities to check your learning. Each module has a checklist summarising the key learning points. This can be downloaded and printed.

At the end of each module, a multiple choice test will check your knowledge and understanding. You can take this test as many times as you want.

You can start the course at any time, providing you have access to a computer with an internet connection. The course is available for six months from the date first accessed.

Other courses you might be interested in

Make or Break 2 – Growing your Business
Make or Break – Starting Up
The Apprentice Series
Marketing

Course code: 100047BT001

Ufi Ltd October 2007. All rights reserved. **learndirect** is a registered trademark of Ufi Ltd. All information correct at time of going to press.

**Our
future.
It's in
our hands.**

