

Marketing Assistant Diploma

The specialist skills you need to enjoy a rewarding career



The practical skills employers are seeking

The world of marketing is highly competitive and the number of applicants looking to break through in to this fast moving industry is always high. So if you want to stand out and get the job, you'll have to prove you've got the practical skills and knowledge required.

Our Marketing Assistant Diploma is designed to give you a broad understanding of the principles involved in each area, along with superior IT skills to take on even the most challenging of tasks. So with your completed diploma, you'll feel confident that you have the great skills needed to open up a whole world of opportunities.

Get a great job and succeed

Every business needs loyal customers to buy or use their services in order to succeed, so the role of marketing is to strategically develop the most engaging propositions and the right method of communication needed to generate a response. Our Marketing Assistant Diploma has been developed to give you the skills you need to work in a specialist marketing agency, in-house for a company with its own marketing department or take on marketing responsibilities. You'll learn about product life cycles, marketing plans, using social networks as a marketing tool, and mobile marketing along with great keyboard skills, effective business communication and how to master the widely used Microsoft Office software including Word, Excel, PowerPoint and Outlook.

What will you get in return?

A Pitman Training Diploma is one of the most prestigious courses you can complete from one of the most highly regarded training organisations across the world. Businesses throughout the UK recognise the Pitman Training name as a sign that you have been trained to the very highest level. So with your Marketing Assistant Diploma, you'll have world-class skills to get a highly valued, well paid job that requires marketing and PR skills.



"After researching other course options, Pitman Training stood out. I was a graduate and realised I needed office based skills in addition to my degree. Before the course was finished I was offered and I accepted a job as a Marketing Assistant."

Bryony, Marketing Assistant



Get the Pitman Advantage™

Core Courses

Marketing Essentials

Over four lessons you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market the company, effective advertising and the four P's of marketing products.

Photoshop

Photoshop is a popular image editing application to create and manipulate images for the web and for print. This is a fully flexible self-study programme split over 8 lessons.

Social Media

Choose 4 from the following:

- Social Media Strategy for Business
- SEO for Business
- Twitter for Business
- Facebook for Business
- LinkedIn for Business
- Google+ for Business
- Video for Business
- Blogging for Business

Typing

We offer a full range of typing courses whether you're a beginner or need to reach top speeds with maximum accuracy.

Effective Business Communication

Learn how to communicate effectively in business by letter, email, telephone and by presentation. This will cover correct use of grammar, punctuation, principles of letter writing and CV writing.

Microsoft Word

Learn word processing skills to a good business standard. This will enable you to create professional looking documents, produce tables, insert pictures and much more.

or Microsoft Word Expert

Learn advanced word processing skills including mail merge, creating graphs, creating and running macros, creating an index, table of contents and more.

Microsoft Excel

Learn spreadsheet skills to a good business standard. This course will enable you to create a spreadsheet, enter data, formulas and functions; create charts and more.

or Microsoft Excel Expert

Learn advanced spreadsheet skills, covering areas such as importing and exporting data, creating and using templates, linking workbooks, data management, using analysis tools and pivot tables.

Microsoft Outlook

Learn how to share, manage and schedule information electronically. Covers the use of email, electronic calendar, scheduling meetings and appointments, creating and assigning tasks; creating address lists.

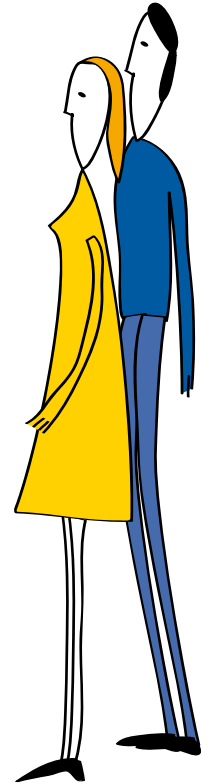
Microsoft PowerPoint

Gain competency in creating slide presentations. Areas covered include formatting, inserting tables, pictures, sound and hyperlinks; applying transition and timing effects.

Get the Pitman Advantage™

This prestigious Pitman Training Diploma is highly regarded by employers throughout the UK and signifies that you have been trained to the highest level. With your Marketing Assistant Diploma you'll be able to demonstrate that you have the essential work-ready skills needed and have been trained by the very best.

- Flexible training you can fit around work and family commitments
- Support whenever you need it from our friendly course advisors
- The widely respected Pitman Training name on your CV
- The skills in demand by employers
- Confidence that you're one step closer to your dream job, promotion or new career



To discuss your current skills and aspirations for the future, please speak to one of our friendly advisors.

They can also provide complete details on the full range of Diplomas and Courses in this area.



Guideline Learning Time

172 hours flexi study or 7 weeks full-time

Full-time is based on approx 20-30 hours a week

