

# Marketing Essentials with Pitman Training

**In today's market, driving business forward is a tough and highly competitive game. Beating competitors and increasing profit is at the forefront of many business development plans – pushing marketing forward as a fundamental sales channel.**

Our Marketing Essentials course has been developed to give an insight to those new to marketing, an understanding of the concepts and processes involved in how a company effectively places itself and its products in the marketplace.

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.

The course will take around 8-10 hours to complete and can be studied at times to suit you using our self-study method meaning you can take it at your own pace.

On successful completion of the course you will gain a renowned Pitman Training certificate which will set your CV apart from the crowd.

## Designed for

Those who wish to gain an understanding of the concepts and processes involved in marketing.

## Prerequisites

Familiarity with Word and the internet.

## Objectives

To give an understanding of how marketing departments plan and execute marketing strategies.

## Course Content

**Lesson One:** Understanding what a marketing plan is for; how to research a product for marketing purposes; how to carry out market research; qualitative and quantitative research; questionnaires; customer profiles

**Lesson Two:** How websites are designed to market the company and the product; working with search engines; using keywords to increase internet presence; using social networks as a marketing tool; different ways to advertise online; email marketing; mobile marketing; monitoring the effectiveness of search, website and social media marketing; convergent technology.

**Lesson Three:** The AIDA formula for effective advertising; the use of colour, images and text in advertising; how advertising encourages the customer to take the next step; why and when companies use flyers; elements of an effective flyer; why and when companies use news releases; key elements of an effective news release; writing a news release; how news feeds work in social networking; effective television and radio advertising.

**Lesson Four:** The four Ps of marketing products; the lifecycle of a product; product placement and pricing strategies; how companies promote the brand; the importance of brand loyalty; careers in marketing, and how to get started in this sector

## Benefits:

- Gain a comprehensive understanding of how products and companies are marketed effectively
- The flexibility and value of a self-study course designed to enable you to work at your own pace
- A workbook to use as a reference guide on completion of the course
- The opportunity to gain the widely recognised Pitman Training Certificate

**Course duration: 8 - 10 hours**

The CPD Standards Office  
CPD PROVIDER: 21121  
2014 - 2016  
www.cpdstandards.com



Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

**City of London: 020 7256 6668**   **Oxford Circus: 020 7580 1651**

web: [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)   email: [courses@pitmanlondon.co.uk](mailto:courses@pitmanlondon.co.uk)



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