

Marketing Mix



This e-learning course will help you understand the different elements of the marketing mix as well as the key marketing principles of product, price, place and promotion.

IS THIS FOR YOU?

This course is designed for anyone who needs to improve their understanding of marketing. So, for example, if you're already working and want to gain a more in-depth insight or you're keen to add a marketing skillset to your experience with a view to taking on additional responsibility in this area.

ABOUT THIS COURSE

Marketing is often a core management skill often in demand – particularly if you're looking for promotion, additional responsibility or to broaden your opportunities.

Central to effective marketing is the 'marketing mix' – how you determine a marketing communications plan based on evidence and knowledge, which will improve effectiveness and return on investment.

This course will help you understand the different elements of the marketing mix as well as the key marketing principals of product, price, place and promotion.

The course lasts around 25 hours and is provided in an e-learning format so you can learn at home, at a pace to suit you. Every Pitman Training centre also has Course Advisors, so there is always additional support on hand should you feel it necessary.

Benefits: -

- Flexible, self-paced learning via the internet, learn where and when you want
- No software to install
- Hints and tips to help solve real work problems
- Includes a specially designed 'Progress file' so you can record your learning activities and progress
- The opportunity to gain a prestigious Pitman Training Certificate
- Ample opportunity to complete the course – 6 months access

The online course introduces and covers key ideas, including:

- The Role of Market Research.
- The Role of the Marketing Mix.
- Product Price Place Promotion.
- The 7 P's.
- Career and work-focused learning.

- Specially designed learning activities help you put into practice the new habits and skills you have gained. They reinforce your learning and create a memorable course-style.
- Interactive 'Quick Quizzes' give you the chance to test your new-found knowledge.
- Learning bookmarks built into the system, so you can easily start again where you left off.
- Automatic progress tracking helps you see your progress, building up your motivation.

AIMS AND OBJECTIVES

Through this course you will find out what the marketing mix is, and why it is important. Marketing tools of product, price, place and promotion are also explained.

PRE-REQUISITES

There are no formal pre-requisites required.

CAREER PATH

If you're thinking about a role in marketing the types of jobs you can aim for include; Marketing Assistant, Marketing Manager, Social Media Manager.

COURSE DURATION: 25 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



CPD POINTS: 25

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

020 7256 6668

or visit: www.pitmanlondon.co.uk

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