

Marketing Assistant Diploma



This Diploma has been developed to give you the skills you need to work in a specialist marketing or PR agency, in-house for a company with its own marketing department or to generally take on these responsibilities.

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.

The practical skills employers are seeking

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 to generally 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 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.

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.

Aims and Objectives

Get a great job and succeed, 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.

Pre-Requisites

There are no pre-requisites required.

Career Path

Once you've gained a Marketing Assistant role further training and on-the-job experience will help you work towards a Marketing Manager, Group Marketing Manager or Head of Marketing role.



CPD Points 195

(Awarded CPD points upon successful completion).

Bryony said: "After researching course options, Pitman stood out to me as providing the most suitable. I was attracted by the thorough course content, as well as by Pitman's longstanding reputation. I was offered and accepted a job as a Marketing Assistant and I am finding that I am able to carry out tasks at work much more efficiently and to a higher quality than I could have done before."

- Bryony, Marketing Assistant



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, PR and the four P's of marketing products.

Marketing Principles and Practices

This will help you become confident in understanding the real function and nature of marketing.

Outlook

This flexible study Outlook course takes you through everything you need to use this popular email system as a work tool, from navigation and views through contacts and appointments, to tasks and folders.

Word

Our Microsoft Word course is designed to provide you with the essential skills you will need to be proficient in Word, in a work environment, in as short a time as possible.

Or Word Expert

This training in Microsoft Word will propel your Word skills forward to an advanced level. Over several lessons, you'll become confident in a range of Word's more sophisticated features.

Effective Business Communication

This excellent course will raise your game when it comes to business communication skills which is often top of the list of qualities demanded by employers.

PowerPoint

Our PowerPoint training course will help you get to grips with this comprehensive presentation software. Flexible to study, you can choose the version of Microsoft Office you wish to study on.

Excel

Microsoft Excel is the world's most popular spreadsheet program. This course is suitable for beginner to intermediate level. Over ten self-paced lessons you'll learn how to format your spreadsheet to best display your information, handle simple and complex formulas, insert charts, learn how to insert functions such as IFERROR and much much more.

or Excel Expert

Our Excel Expert level course will provide you with the knowledge and skills to use this popular spreadsheet programme to an advanced level. You can choose whether you'd like to study 2013 or 2010 and over a series of self-paced lessons you'll learn how to perform tasks such as conditional formatting, recording and running macros, working with pivot tables and using statistical functions.

Photoshop CC

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 which looks at the CC version.

or InDesign CC

If you want to embark on a career as a graphic designer or art director, InDesign is a publishing program you'll need to learn how to master. This course teaches the Creative Cloud version.

Social Media

Choose four from the following:

[Blogging for Business](#)

[Pinterest for Business](#)

[Facebook for Business](#)

[Social Media Strategy for Business](#)

[Introduction to Google Website Tools](#)

[SEO for Business](#)

[Instagram for Business](#)

[Twitter for Business](#)

[Linkedin for Business](#)

[Video for Business](#)

[LinkedIn for Jobseekers](#)



To discuss your current skills and aspirations call now:

020 7256 6668

www.pitmanlondon.co.uk

Salisbury House London Wall London EC2M 5QQ



Guideline Learning Time

195 hours flexi study or 8 weeks full-time
(Full-time based on approx 20-30 hours a week)