

## Certificate in Marketing Skills

### Overview

Whilst taking this certificate, you will learn about Marketing and the different types and usage of it in business situations. Managerial processes surrounding its use including Strategy, The Marketing mix, Advertising, Exhibitions, Blogs, Customers. What they are and how they work to achieve company goals and enhance company reputation.

### Modules

- 1 Successful Marketing
- 2 Understanding Customers
- 3 Swot analyses and Marketing
- 4 Market Segmentation
- 5 The Marketing Mix
- 6 Marketing Strategy and Research
- 7 Marketing Techniques
- 8 Advertising
- 9 Making Advertising work
- 10 Email Marketing
- 11 Newsletters, e-newsletter and Brochures
- 12 Website, Blogs and Viral Marketing
- 13 Exhibitions
- 14 Sponsorship and Sales Promotion

### On course enrolment

1. **Course content pages**, in PowerPoint Slide format, that you can easily print.
2. **Real life examples**
3. High quality info graphics that help you understand content
4. Full Guidance Support
5. **Awarding Organisation endorsement and Certificate**

### Eligibility requirements

1. There **are no previous qualifications or experience required** for enrolment.
2. Available to all learners aged 18 or over, from all academic backgrounds.
3. **Basic understanding of English** language is required to attend this course.
4. You'll need a **smart device (PC/Mac/Tablet) with an Internet connection**.

### Course Assessment

This course does not involve any written exams. Learners will be assessed by Multiple Choice Questions (MCQ) and must achieve a minimum of 50% to achieve this qualification.

## Course Duration

The course can be completed in a very short time. The pace for the course is set by the learners themselves the course material is downloadable and course registration will be valid for 12 months. Learners can complete the course with complete peace of mind with no pressure at all; they are welcome to take, as long or as little as they need within that timescale.

## Course Mode

This is a self-study course; learners have 100% freedom to complete the course, at their own pace.

## Career path

This course is useful for anyone interested in taking this type of leading role in the decision making for their business, and is applicable to numerous fields. It can also be done as CPD to develop skills in your current job.

**Fees: £150 + VAT**

## Fast Facts

Awarding Body: CPD Qualification, UK

Course Duration: 2-6 Weeks

Method of study: Online

Qualification Level: 1