



MARKETING MANAGEMENT

Course Objective:

To equip participants with the skills to build their understanding of Marketing and how it can grow and develop their business.

Number of Participants: 15

Course Duration: 10 weeks x 3 hours per week

Course Schedule: One course to be delivered – September to December

Course Outline:

- ✓ Understanding the purpose of Marketing in your business
- ✓ Review current business Marketing strategy
- ✓ Design a Marketing plan to grow/sustain your business

