



## MARKETING WORKSHOP

### Course Objective:

To provide participants with an overview of Marketing principles and how it applies to their business.

<b>Number of Participants:</b>	12 approx.
<b>Course Duration:</b>	One day - 6 hours
<b>Course Schedule:</b>	3 courses to be delivered – March, June & November

### Course Outline:

- ✓ Introduction and terminology of marketing principles
- ✓ Understanding the marketing environment
- ✓ Outline of affordable marketing plan
- ✓ The 5 'P's (Price/Place/People/Physical Environment/Process)



Rialtas na hÉireann  
Government of Ireland

