



**PROGRAMME TITLE:                    **BASIC MARKETING PRINCIPLES****

**AIM:** This 6-week course aims to give participants an insight into the elements of Marketing.

**OBJECTIVES:** To introduce the principles of Marketing and help you to apply and implement effective Marketing strategies in your business.

At the end of this programme, participants will have an insight into the various elements of Marketing including Market Planning, Market Research, USP identification, customer identification, branding, skills of selling, direct marketing, dealing with the media, pricing, customer service involved when marketing a business.

**COURSE CONTENT:**

- ✚ Module 1 – Marketing Principles for the small business
- ✚ Module 2 – Market Research
- ✚ Module 3 – Defining Your Business
- ✚ Module 4 – Promotion 1: Direct Marketing & Selling
- ✚ Module 5 – Promotion 2: Web Marketing & Media
- ✚ Module 6 – 5 P's: Price, People, Process, Place & Physical Evidence

**Course 1**

**Date:** Wednesday 27<sup>th</sup> March to Wednesday 1<sup>st</sup> May– 6 weeks  
**Time:** 10am to 1pm

**Course 2:**

**Date:** Wednesday 10<sup>th</sup> July to Wednesday 14<sup>th</sup> August  
**Time:** 10am to 1pm

**Venue:** Maldron Hotel, Roxboro, Limerick  
**Cost:** **FREE OF CHARGE**  
**Trainer:** **Theresa Mulvihill, Smart Marketing Ltd.**  
**Bookings:** Jane O'Mahony on 061-419388 or email [jomahony@paulpartnership.ie](mailto:jomahony@paulpartnership.ie)



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