



PROGRAMME TITLE: **MARKETING WORKSHOP**

AIM: To give participants an insight into the essential elements of Marketing that apply to a small business and how to apply them to their own situation.

OBJECTIVES: On completion of this workshop, participants will understand the importance of Marketing to a small business.

COURSE CONTENT:

- + Understanding Marketing
- + Using Marketing in your business
- + Importance of Branding
- + Affordable Marketing campaigns
- + Devising a Marketing Strategy – Product, Customer Service, Pricing
- + Setting Marketing goals
- + Integrating your Marketing Plan with your Business Plan.

WORKSHOP 1: **Date:** Thursday 28th February **Time:** 10am to 4pm

WORKSHOP 2: **Date:** Tuesday 30th April **Time:** 10am to 4pm

WORKSHOP 2: **Date:** Wednesday 23rd October **Time:** 10am to 4pm

Venue: Venue to be confirmed

Cost: NO CHARGE

Trainer: **Varied***

Bookings: **Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie**

****Course content may vary – please check website for further details***



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