



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

Date: Tuesday 16th March to Tuesday 20th April – *6 Tuesday afternoons*

Time: 2pm to 4.30pm

Venue: *Online Delivery via Zoom Video Conferencing*

Cost: **FREE OF CHARGE**

Trainer: **Theresa Mulvihill, Smart Marketing Ltd.**

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



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