



**PROGRAMME TITLE:                    **MARKETING MANAGEMENT PROGRAMME****

**AIM:**  
10-week course designed to guide participants in implementing Marketing know-how in a planned strategic manner. Marketing can become a business's more valuable tool in increasing sales, gaining market share, achieving a competitive edge and making profits. This training programme will help participants see how Marketing is a function of a business which is interlinked with all other aspects of a business and must be incorporated into the business' overall goals and objectives.

**OBJECTIVES:**    To explore Marketing in depth.

**COURSE CONTENT:**

- ✚ Module 1 – The big picture – what does Marketing really mean, its various facets and developing a plan
- ✚ Module 2 – Building a business personality – brand, image and public perception
- ✚ Module 3 – Essential pieces of information – DIY market research campaign
- ✚ Module 4 – Keeping your eye on the market – opportunities and threat identification
- ✚ Module 5 – Planning and implementing a direct marketing campaign
- ✚ Module 6 – Designing, implementing and managing a public relations campaign
- ✚ Module 7 – Building sales – the essential skills and techniques of lead generation and personal selling
- ✚ Module 8 – Bring your website to the fore - SEO
- ✚ Module 9 – Social media and the top 5 social portals
- ✚ Module 10 – The famous 5 – Price, Place, People, Physical Evidence & Process

**Date:**                    **Wednesday 14<sup>th</sup> September to Wednesday 16<sup>th</sup> November (10 weeks)**

**Time:**                    2pm to 5pm

**Venue:**                    To Be Confirmed

**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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