

Get Into Marketing

Pitman Training UK: Self-Paced Online Course

Designed for: Those who wish to gain an introduction to marketing principles.

Prerequisites: Experience of using Windows, Word and Excel to proficient level. Some experience of using the Internet and Mail Merge.

Objectives & benefits: To learn the basics of marketing.

Cost: 5200 (MUR)

Course Content:

- Lesson 1: The importance of marketing, company case studies , market research, competitor research
- Lesson 2: The product life cycle, product strategy, place strategy, pricing strategy, promotion strategy
- Lesson 3: The importance of advertising, creating an ad, different direct marketing techniques, press releases
- Lesson 4: Marketing on the Internet, attending and exhibiting at trade shows
- Lesson 5: The concepts of television, radio and print advertising, building a brand, SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, careers in marketing