UK Shared Prosperity Fund: Marketing Processes and Planning (HTQ)

Ofsted Outstanding Provider

Course Level: Level 4

Campus: Newcastle

Subject Type: Accounting, Business, Esports, Computing & Travel

Course Overview:

This short course is designed to introduce adult learners to the dynamic world of the marketing sector and the wealth of exciting career opportunities available to support their decision making. The course covers the key principles of marketing for effective planning and communications to achieve targets and enhance business performance.

What's Covered:

During this FREE 13-week course, learners will be introduced to the key principles of marketing, enabling them to develop a marketing plan and to employ elements of the marketing mix to achieve results.

Throughout the programme the following will be covered:

- Explain the role of marketing and how it interrelates with other business units of an organisation
- Produce a marketing plan for an organisation that meets marketing objectives
- Develop a media plan to support a marketing campaign for an organisation

Entry Requirements:

An understanding of business operations at Level three standard or relevant industry experience.

Assessment Information:

There is no formal or summative assessment associated to this programmes. However ongoing progress checks to support understanding of the topic will occur throughout sessions

Fees and Financial Support:

This course is FREE to adult learners aged 19+ who are working in a marketing role.

Progression:

An opportunity to study the full time HNC/Level 4 in Leadership and Management would be an appropriate next step upon successful completion of the programme.

What else do I need to know?

On completion of the course, learners will have the opportunity to study the full time HNC/Level 4 in Leadership and Management.

How do I find out more?

Feel free to email michelle.warburton@nscg.ac.uk or alternatively apply directly through the website