

SUCCESSFUL MARKETING

Course description

Whether you manage or own a small business, are looking to get into a marketing role or want to improve your career prospects with additional qualifications this marketing short course will give you a basic understanding on how to implement marketing strategies and how to promote products and/or services

50%
OFF
SELECT LINES
DON'T MISS OUT!

50 – 80% OFF RRP
SHACK FURNITURE WAREHOUSE
CLEARANCE SALE
CUT OUT THE MIDDLE MAN!
BUY DIRECT FROM THE IMPORTER

Designed for:

This course is applicable to those who wish to have a better understanding of marketing including promoting products and services, such as: business owners/ marketing managers; marketing co-ordinators; marketing officers; web developers, etc.

It will lead to a statement of attainment for the following nationally recognised unit of competency: (BSBMKG413A) Promote Products and Services.

Unit Description

BSBMKG413A – Promote Products and Services

This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion of an organisations products and services. This unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation.

Learning Outcomes:

This short course will provide you with the skills and knowledge to:

- Understand the basics of marketing
- Effective selling techniques
- Legal requirements relating to marketing activities
- Determine your market and 'The Market Mix'
- Plan promotional activities and set objectives
- Understand the consumer decision-making process
- Develop a Marketing Plan
- Review and report on promotional activities



Course Delivery, Duration and Enrolment Period:

Connect Training Group offers courses through flexible delivery modes (online or correspondence) to make it easier to incorporate study into your schedule, allowing you to reach your goal while not missing out on family, personal and business commitments.

NO fixed face-to-face classroom dates and times. Enrol and study when and where it suits you! You are never alone as our friendly, supportive trainers will guide you through your course and assist with feedback and suggestions to make training enjoyable.

We estimate it will take approx 30 hours to complete this course, however we provide 3 months access once you have enrolled.

Course fees

Program fees includes access to your course content which includes all required resources as well as one-on-one trainer support for the duration of your enrolment. Payment can be made via our payment gateways by credit card, bank transfer, cheque or money order. Payment plans are also available by arrangement.

**** Please check our website: www.connect.edu.au for current course prices and specials.**

Trainer support

You have one-on-one trainer support for the duration of your enrolment. Your trainer will assist you throughout the program with any questions you may have and help you work through any challenges that may impede your progress. Support is provided by: Phone (1300 number); email; Skype text, chat and video link; message and forums from within your course. Assessments are turned around within 72 hours allowing you to continue working consistently through your course.

Assessment Pathways

This unit forms a learning pathway towards a qualification in Business Services such as the BSB40207: Certificate IV in Business.

The following assessment pathways are available for you to complete this course:

- **Study followed by assessment**
- **Recognition of Prior Learning:** If you have previous skill and knowledge and can provide evidence to support your RPL application. RPL application kit provided on request.
- **Assessment only:** Simply work through the assessments

How do I enrol?

Through our website: www.connect.edu.au. Simply select the course you wish to enrol and follow the prompts. If you have any questions please phone: **1300 737 434** during business hours or email: info@connect.edu.au.