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.

Learning Outcomes

This course will provide you with the skill 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

Program overview: Successful Marketing

To sell products and services you need to understand the importance of marketing. This course will give you the skills to develop marketing plans for specific campaigns as well as how to target specific markets and review and report on the results of your campaigns.

Successful completion of this course will lead to a statement of attainment for two nationally recognised units of competency:

- BSBMKG413: Promote Products and Services
- BSBMKG414: Undertake Marketing Activities

This will provide you with a learning pathway towards many Certificate IV level qualifications, including Certificate IV in Business.

This course is delivered flexibly online allowing you to log in and work through your course at a time and place suitable to your needs.

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.

| Course: Promote Products and Services | Normally $620 | #*ON SPECIAL NOW!* $450 | Enrolment period 6 months |

#'On Special Now’ prices quoted are only for pay up front enrolments. * Prices subject to change, please check our website for most up to date specials.
Course Duration & Enrolment Period

We suggest that this lesson will take approximately 25-35 hours to complete. This is a very generous estimate that also depends on your previous skill and knowledge. The enrolment period for this course is 6 months, however it should only take you a fraction of this time.

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 to assist you work on 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.

Description of lesson

Successful Marketing

- **BSBMKG413: Promote Products and Services**
  This lesson will provide you with the skills to understand how to successfully market your services or products as well as how to review this process. This unit applies to individuals with a broad knowledge of the promotion of products and services specific to an organisation or small business.

- **BSBMKG414: Undertake Marketing Activities**
  This unit describes the performance outcomes, skills and knowledge required to plan, implement and manage basic marketing and promotional activities. It is a foundation unit that covers general and basic marketing and promotional activities that do not require detailed or complex planning or implementation. The unit applies to people with no previous experience in marketing. It could be undertaken as part of a broader role of a person in a small enterprise, or as part of a marketing plan for a larger enterprise.

Assessment Pathway

The following pathways are available for you:

- **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?


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.