

"Level 2 – Business Marketing"



Student Profile

This programme is designed for people who wish to gain an understanding of principles and practice of Business Marketing. No prior knowledge is required.

Objectives

At the end of the course you will be able to:

- Conduct market research
- Define customers needs, wants and desires
- Carry out a SWOT analysis
- Prepare a marketing plan
- Describe a range of marketing methods
- Evaluate the benefits of using different marketing media
- Compose purposeful advertising copy
- Understand how to use press releases, promotions and public relations
- Define the selling process
- Devise a telephone sales campaign
- List the benefits of keeping advertising records

Study Method

The course is designed for independent study at work or at home. Learners receive course manual, assignments and study-guide plus tutor support by mail and email. You can start at any time and plan your studies over a period of up to one year from the time of enrolment.

Assessment

Each element is followed by a written assignment, which is submitted and then marked by your tutor. There is no external examination required.

Course Accreditation

At the end of this course successful learners will receive a level 2 NCFE Award certificate of achievement. That means that it is independently accredited at a level of learning equivalent to level 2 on the National Qualifications Framework (NQF) for England, Wales and Northern Ireland. The course is provided in conjunction with Kendal Publishing Limited - a licensed NCFE centre.

NCFE is recognised as an awarding body by the qualification regulators for England, Wales and Northern Ireland. The regulators are the Office of the Qualifications and Examinations Regulator (Ofqual) in England, the Department for Children, Education, Lifelong Learning and Skills (DCELLS) in Wales and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland.

Course Duration

Students may register at any time and have a full year to complete their studies. The course will take around 60 hours of study to complete.

Pack/Course Contents

Your study pack is dispatched in full at the time of enrolment and provides all you need to complete your studies:

- Study-guide.
- Comprehensive study notes for each element of the course.
- Self-assessment activities.
- Assignments.
- Tutor support.
- Assignment marking & feedback.
- Certification.

Price and Payment Methods

Please refer to current price list or call for details.

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Course Content

The course is divided up into three modules, as follows:

Module 1: Marketing Your Business

- Why do market research
- Who will be your typical customer
- What will they want
- Why will customers buy from you
- How to do market research successfully
- SWOT analyses
- Your marketing plan

Module 2: Advertising & Promotion

- Planning - position & strategy
- Advertising a business
- Promoting a business

Module 3: Personal Selling Skills

- What is selling
- Building blocks leading to a sale
- Handling incoming calls
- Making appointments by phone
- Reaching the decision maker
- The sales presentation
- Telephone selling
- Handling objections
- Keeping records
- How to motivate yourself



Course Provider



Accreditation Body

Training Provider details:

Focus Coaching and Training



☎ 0116 215 5559

✉ enquiry@focuscoaching.org.uk

🌐 www.focuscoaching.org.uk