

## "Level 3 – Marketing Studies"



### Student Profile

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

### Objectives

The aims of this course are 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

### Study Method

The course is designed for study by distance learning at work or at home. Students 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 3 NCFE Award certificate of achievement. That means that it is independently accredited at a level of learning equivalent to level 3 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 90 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 Structure

The course consists of four study units:

Introduction - What is marketing?

### Unit 1 Reviewing the current position.

- SWOT Analyses.
- PEST Analyses.
- Product life cycle.

### Unit 2 Planning for marketing.

- Market research.
  - your customers,
  - your product.
  - your competitors.
- Marketing objectives.
- Marketing strategy.
- Marketing mix.
  - The four P's.
- Marketing action plan.
- Appendix 1 Action plan.

### Unit 3 Implement the marketing strategy .

The marketing communications mix.

- Personal selling.
- Sales promotion.
- Public relations (and publicity).
- Direct marketing.
- Trade fairs and exhibitions.
- Advertising (above and below the line).
- eMarketing (and Internet promotions).
- Sponsorship.
- Merchandising (and point-of-sale).
- Brands.
- Appendix 2 Action plan

### Unit 4 Customer relations

- Defining customer relations.
- Customer service.
- Why a good customer relationship is important.
- Introducing a customer services programme.
- Making continuous improvements to customer service.
- Appendix 3 Action plan.

### Glossary of marketing terms



Course Provider



Accreditation Body

Training Provider details:

**Focus Coaching & Training**



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🌐 www.focuscoaching.org.uk