StaffCPD | Affordable CPD for All

Certificate in Business Marketing

CPD Certificate • Accredited by UK Versity and The CPD Certification Service

COURSE TYPE	DURATION	ASSESSMENT	STUDY MODE	ACCREDITED BY
CPD Certificate	**2–6 Weeks**	**Online MCQ (50% pass)**	**Online / Self-paced**	**UK Versity & CPD Certification Service**

COURSE OVERVIEW

Business-to-business marketing focusses on building relationships in order to gain long-lasting customers. In this short course, you will cover how to build those relationships and thus, elevate your business to the top of the ladder. You'll learn how to make people feel that your goods will gain them the most profit, whilst assuring that you moving with the market.

WHAT YOU WILL LEARN

- Business-to-Business Basics
- Making Sense of Customers and Markets
- Business-to-Business Marketing: International
- Business-to-Business Marketing Specifics
- Business-to-Business Marketing Models
- Strategic Business-to-Business Management
- Marketing Evaluation and Control
- Implementing a Value-Creating Organisation

ENTRY REQUIREMENTS

- There is no previous experience or qualifications required for enrolment.
- It is available to all students aged 18 or over, of all academic backgrounds.
- Basic understanding of English language is required to attend this course.
- You'll need a smart device (PC/Mac/Tablet) with an internet connection.

CAREER AND PROGRESSION

People interested in working with goods like raw materials and other things that can be of use to large corporation will benefit from that this course has to offer; learning to network with other businesses can widely outstretch your company and expand your career. This can also be done as a CPD course to build on skills in your current profession.

ASSESSMENT & ACCREDITATION

This course does not involve any written exams. Students will be assessed by Multiple Choice Questions (MCQ) and must achieve a minimum of 50% to achieve this qualification. This course is accredited by UK Versity and The CPD Certification Service. On successful completion you receive a certificate you can verify at staffcpd.com/verify-your-certificate.

Course Fee: £20

100% online | Instant access on purchase | 12 months' access

BUY NOW
staffcpd.com

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