StaffCPD | Affordable CPD for All

Certificate in Marketing Skills

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

COURSE TYPE	DURATION	ASSESSMENT	STUDY MODE	ACCREDITED BY
CPD Certificate	**4–6 weeks**	**Online MCQ (50% pass)**	**Online / Self-paced**	**UK Versity & CPD Certification Service**

COURSE OVERVIEW

Whilst taking this certificate, you will learn about Marketing and the different types and usage of it in business situations. Managerial processes surrounding it's use including Strategy, The Marketing mix, Advertising, Exhibitions, Blogs, Customers. What they are and how they work to achieve company goals and enhance company reputation.

WHAT YOU WILL LEARN

- Successful Marketing
- Understanding Customers
- Swot analyses and Marketing
- Market Segmentation
- The Marketing Mix
- Marketing Strategy and Research
- Marketing Techniques
- Advertising
- Making Advertising work
- Email Marketing
- Newsletters, e-newsletter and Brochures
- Website, Blogs and Viral Marketing
- Exhibitions
- Sponsorship and Sales Promotion

ENTRY REQUIREMENTS

- There are no previous qualifications or experience required for enrolment.
- Available to all learners aged 18 or over, from 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

This course is useful for anyone interested in taking this type of leading role in the decision making for their business, and is applicable to numerous fields. It can also be done as CPD to develop skills in your current job.

ASSESSMENT & ACCREDITATION

This course does not involve any written exams. Learners 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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