

BUSINESS MARKETING

Level 2

DISTANCE LEARNING PROGRAMME

○ CLIENT PROFILE

This programme from Study House is for people seeking to understand and apply the principles of marketing in a business. It is particularly suited to those working a small organisation or a department, needing broad understanding of practical marketing methods.

○ COURSE OBJECTIVES

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

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

○ KEY DATA

Entry requirements

There are no requirements. No prior knowledge is assumed.

Method of study

Distance learning enables you to complete your studies at work or at home over a timescale which suits your other commitments. No formal attendance at college is required but tutor support is included.

Duration

The course may take an average student approximately 60 hours to complete, including the assessment. You can register

at any time and you will have a **full year** in which to complete the course.

Course materials

You receive: course manual, with exercises and activities, assignments and study guide to help you plan your studies, and assessment materials.

Assessment method

Each element is followed by a written assignment, which you submit for marking by your Tutor. No external examination is required.

Tutor support

As well as marking your assignments, your Tutor is available for help by telephone and/or email.

○ VALIDATION

This course is provided in conjunction with Kendal Publishing Ltd, which is a licensed member of **NCFE**, and is equivalent to Level 2 on the National Qualifications Framework. NCFE is a recognised as an awarding body by the Office of the Qualifications & Examinations Regulator (Ofqual) in England, DCELLS in Wales and CCEA in N Ireland.

○ PRICE **£250** including registration, materials, tuition and validation

Or £60 deposit and 4 monthly payments of £50 (£260) (UK only)

Overseas: EU postage included or £20 courier. World: Add £20 Airmail signed-for delivery.

THE DISTANCE LEARNING PARTNERSHIP

BUSINESS MARKETING CERTIFICATE

OCN Level 2

DISTANCE LEARNING PROGRAMME

○ **OUTLINE CONTENT**

Module 1: Marketing Your Business

- Why do market research?
- Who will be your typical customer?
- What they will 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**

You will become a registered student of **Study House**, which is part of Kendal Publishing Ltd.



info@study-house.com

○ **HOW TO APPLY**

Complete our enrolment form, and send with payment (or deposit and completed Banker's Standing Order) to:

The Distance Learning Partnership
FREEPOST SEA9262
West Horsley
LEATHERHEAD
KT24 6BR

OVERSEAS Send to:

Distance Learning Partnership
PO Box 52
EAST HORSLEY Great Britain
KT24 6YQ

Or: Tel: **01483 285626** to enrol by phone or to pay your deposit by credit card

Or: Enrol online via our website www.distancelearningpartnership.co.uk

For advice by e-mail: info@distancelearningpartnership.co.uk

NOTE: We can invoice your employer on receipt of an official purchase order signed by the appropriate person.



The Distance Learning Partnership is a member of the **Association of British Correspondence Colleges** to whose Code of Ethics we subscribe.



The Distance Learning Partnership Ltd

Regd in England (No 3884393)

Regd Office: 85 Northcote Crescent W Horsley Leatherhead Surrey KT24 6LX

Directors D Brice MA DMS DipM MCIM MInstAM FIMgt I W Campbell BA ACIS Dip Distance Ed