

Are you looking for self employment opportunities in small business, or a career in sales and marketing?

Marketing and Selling

- ✓ Understand the vital contribution that Marketing and Selling makes to the success of any business
- ✓ Ideal for anyone who would like to be self-employed running any type of business or indeed any aspiring commercial manager
- ✓ An excellent knowledge piece for Service leavers wanting to improve their managerial employability

Who is the course for?

- ◆ This course is aimed at anyone planning to run their own business or any aspiring commercial manager or business development executive/manager who needs a basic understanding of how commercial marketing and selling operates.



Course Structure

The course is delivered by specialist trainers over a period of 5 days and covers the following subjects:

- ◆ Definitions and context
- ◆ Marketing environments
- ◆ The marketing mix (Product, Price, Promotion Place)
- ◆ Customer satisfaction
- ◆ Market research and intelligence
- ◆ Marketing strategies
- ◆ Developing a marketing plan
- ◆ Models of selling
- ◆ Selling in practice

What support will I receive?

- ◆ All students receive comprehensive subject materials during the course.



Further Study

This course would prove an excellent addition to those seeking self-employment and completing the following related CTP training courses:

- ◆ Enterprise & Self Employment
- ◆ Developing & Managing a Business with an Online Presence
- ◆ Accounting in a Small Business
- ◆ Managing Safely (IOSH)

For those wishing to gain knowledge prior to embarking on a career in commercial management this course would be an appropriate knowledge piece in addition to the following CTP courses:

- ◆ Strategic Finance for Non Financial Managers
- ◆ Charity Management Awareness

Employment Opportunities

This course provides Service leavers with an understanding of Marketing and Selling and how the subject fits in the commercial world. It is relevant to all Service personnel seeking to become self-employed in any industry or employment at a managerial level within a commercial organisation.



Course Fees and How to Fund

The course is Contract-Funded. This means that no money is required for course fees, but the IRTC Grant reduces by £133.50 (5 Days IRTC).



Course Cost:	£133.50
Exam Fees:	
<hr/>	
Total cost:	£133.50

Students who have used their IRTC allocation or are post-discharge can apply for a Standby place on the course. If offered a place via current Standby arrangements, students will pay £133.50 directly to the MoD Cashiers Office on the first day of the course. For advice on funding please speak to your Service Resettlement Advisor.

To book your place on this course, contact us today
01252 954007 | CourseBookings@ctp.org.uk