

COURSE TITLE	MANAGING MARKETS
COURSE AIM	Identifying what the customer needs, facilitates the decision as what to provide to satisfy those needs. This module enables the small business manager to gain those necessary skills to develop a marketing plan that would not only cater for market research but also for the determination of all components of the marketing mix.
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Buyer behaviour 2. Market research 3. Market segmentation and targeting 4. Product life cycle 5. Price 6. Product 7. Place 8. Promotion
DURATION	30 hours
SCHEDULE	Twice a week, 5.30pm to 8.30pm.
VENUE	At the ETC Training Complex in Hal Far.
INTENDED FOR	Owners/managers and prospective owners/managers of a small business. Participants must be at least 16 years of age and be literate and numerate.
FEE	Nil
CERTIFICATION	The Institute will award Certificates to candidates who pass a final examination set by the Institute.

