

COURSE TITLE	MARKETING
COURSE AIM	This course helps participants develop an understanding of the characteristics that a leader should possess. One will use his/her leadership skills to unite followers and successfully complete a project for one's own organization.
COURSE CONTENTS	<p>1. The Basic Concepts of Marketing</p> <ul style="list-style-type: none"> a. Identify the stages of the product life cycle. b. Identify characteristics to consider when implementing a market segmentation strategy. <p>2. Product Strategy</p> <ul style="list-style-type: none"> a. Select the characteristics of an effective brand name. b. Apply the appropriate branding strategy. c. The stages of the product life cycle <p>3. Distribution Strategy</p> <ul style="list-style-type: none"> a. Sequence the steps for selecting appropriate distribution channel partners. b. Identify the components of a physical distribution system. c. Identify types of wholesalers and retailers. <p>4. Promotion Strategy</p> <ul style="list-style-type: none"> a. Identify the definition of integrated marketing communication. b. Identify methods to develop an advertising budget. c. Sequence the steps of the personal selling process. d. Identify the goal of sales promotion in an advertising campaign. <p>5. Pricing Strategy</p> <ul style="list-style-type: none"> a. Identify pricing strategies and what it might achieve. b. Choose options to establish different prices for different buyers. c. Sequence the steps of the pricing process.
DURATION	24 hours
SCHEDULE	Twice a week, evenings.
At the ETC Training Complex in Hal Far.	



VENUE	
INTENDED FOR	This course is for managers, supervisors and other who are leading teams.
FEE	Nil
CERTIFICATION	The Institute will award Certificates to candidates who pass a final examination set by the Institute.



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