

Introduction to Marketing

Course Code	Venue & Contact Details	
MZ499FBA	Venue Phone Email Website	Online, using Google for Education, www.classroom.google.com 020 8583 6000 courses@hounslow.gov.uk www.hace.ac.uk

Day	Times	Start date	End date	No of Weeks	Total Fee
Thursday	6pm-8pm	04/11/2021	16/12/2021	7	£64/*Free

**If you are unemployed, looking for work, and are in receipt of a means tested benefit, you do not have to pay the course fees. You will need to sign a self-declaration form stating that you are looking for a job and provide supporting evidence.*

**If you are in low paid employment and you earn less than £10.85p/h or £21,157.59 annual gross salary, you do not have to pay the course fees. You will need to provide proof of income, for example, this could be a wage slip within 3 months of the course start date, or a current employment contract, which states gross monthly/annual wages.*

About the course

This course is a part of our Business and Employment Learning Programmes aimed to support local residents into employment.

What is Marketing? What is involved? How do you write a Marketing Plan? This course is aimed at those who want to explore the fundamentals of Marketing, gain awareness of the skills and disciplines involved, study practical examples of Marketing in practice and learn how to create a simple marketing plan. The course is suitable for those with no previous experience of Marketing and is ideal if you want to understand more about the discipline for your

personal development or as an introduction before studying an accredited Marketing course or qualification.

What will I learn?

By the end of this course you will be able to:

- Define what Marketing is
 - Demonstrate that you understand the 7 Ps of Marketing.
 - Show that you have awareness of Marketing channels and the language of marketing.
 - Structure a marketing plan.
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What are the entry requirements?

- This course is for beginners with little or no previous knowledge of Marketing.
 - Entry 3 or above English skills (essential)
 - Basic digital skills - typing / keyboard skills, write / respond to email, open and edit online documents, browse and find information on a range of digital platforms and media. (essential)
 - Prior experience of using Google classroom, Google docs and Google slides. (useful)
 - We use Google Suite for Education to record your learning journey. If you are a new learner with us, we will create an account for you. Details will be sent to your personal email so please check your inbox and spam regularly prior to course start.
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What do I need to bring with me?

- This is an online course which requires access to a computer or a laptop and a good internet connection. We recommend that you download Google Chrome Browser. Please see the '**Devices and Digital Applications Required for Online Courses**' section below for more detail.
 - Paper and a pen to take notes
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How will my learning be assessed?

This is a non-accredited course with the intent to benefit lifelong learning. Your tutor will give you regular verbal and written feedback to support your progression. You will submit your course work and track your learning in Google Classroom. You will participate in group discussions and receive guidance.

To successfully complete the course your attendance should be a minimum of 85% and course work should be completed by the end of the course.

Please note that the first session is an induction to the course and the centre, so it is therefore essential that you attend. If you for any reason are unable to attend, please let us know and ensure that you read through the induction slides located in your Google Classroom and complete any related tasks.

Devices and digital applications required for online courses

This is an online course which requires access to a computer or a laptop and a good internet connection. We use Google Suite for Education and recommend that you download Google Chrome Browser. If you are a new learner with us, we will create an account for you. Details will be sent to your personal email so please check your inbox and spam regularly prior to course start.

What can I do after completing this course?

- The most obvious progression pathways after this course is our qualification Level 2 Award in Digital Promotion for Business. However, your tutor will give you a more specific advice on what you could do next at the end of the course based on your personal circumstances.
- Use your new skills and knowledge in job interviews and to update your CV
- You can call us to find out about upcoming courses on 020 8583 6000

Information, advice and guidance for employment

- Call 020 8583 6174 to speak to an advisor
 - Email work@hounslow.gov.uk
 - Visit <http://www.hace.ac.uk/employment-support>
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