

# Developing a Marketing Strategy

TRAINING COURSE



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## Training Course Summary. Ref. DM-1

This course is to provide participants with the skills to design, plan and implement an effective marketing strategy within their business. Areas covered include:-

- Understanding the marketing mix
- Designing a tactical marketing plan
- Do's and don'ts of marketing

Duration

1 day

Programme Cost

£400

### **CIOTEK Limited**

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## Training Programme Booking Form



In order to book a training programme please complete the following document and return to the address at the bottom of the page.

### Section 1: Training Course Information

<b>Course Title:</b>	<input type="text"/>	<b>Reference No:</b>	<input type="text"/>
<b>Venue:</b>	<input type="text"/>		
<b>Number of trainees:</b>	<input type="text"/>	<b>Training Date 1 (preferred choice):</b>	<input type="text"/>
		<b>Training Date 2 (backup):</b>	<input type="text"/>

### Section 2: Contact Details

Please provide details of primary contact who will be responsible for organising the training courses within your organisation.

<b>Name:</b>	<input type="text"/>		
<b>Position:</b>	<input type="text"/>		
<b>Address:</b>	<input type="text"/>		
<b>Postcode:</b>	<input type="text"/>		
<b>Telephone:</b>	<input type="text"/>	<b>(WORK)</b>	
<b>Telephone</b>	<input type="text"/>	<b>(MOBILE)</b>	
<b>E-MAIL:</b>	<input type="text"/>		
<b>Authorised Signature</b>	<input type="text"/>	<b>Date:</b>	<input type="text"/>

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