

Understanding Marketing

TRAINING COURSE



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Training Course Summary. Ref. UM-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
- The role of marketing in business
- 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

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

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

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