

Connecting you to Opportunities and Success.



Developing Your Marketing Strategy

Module Objectives and Learning Outcomes

- ✓ Understand the importance of brand and image, and the 6 main areas of branding
- ✓ Understand how to create a professional image and build trust in business relationships
- ✓ Understand the difference between strategy and planning, and how both are essential for marketing success
- ✓ Explore the key areas of campaign planning and target setting
- ✓ Identify the different marketing methods and their advantages and disadvantages
- ✓ Explore how a company does business, impacts on customer perceptions
- ✓ Understand the importance of research in marketing
- ✓ Identify key areas for business improvements and development of feedback
- ✓ Understand the combined effect of marketing, and utilising tools to support
- ✓ Identify how to develop a marketing activity plan for 12 months

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