

# Connecting you to Opportunities and Success.



## Introduction to Marketing

### Module Objectives and Learning Outcomes

- ✓ Establish the importance of emotions used in marketing
- ✓ Understand how to carry out market research, tools and resources
- ✓ Recognise the importance of defining a target audience and the core customers for your business
- ✓ Understand the impact of branding and image
- ✓ Understand the importance of identifying your USP and CVP
- ✓ Explore general marketing promotion methods
- ✓ Explore general marketing and selling principles
- ✓ Establish customers barriers and buying journey
- ✓ Understand the importance of building relationships

# LearningPlus Enterprise

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