

In partnership with idreate

# MARKETING MANAGEMENT

Unit Standard Accredited: 119672, 14341 and 119712

In this short course you will learn how to manage marketing and selling processes of a new venture. Learn the necessary skills to keep informed about current affairs related to one's own industry and tender for business or work in a selected new venture.

This course will also add value to entrepreneurs who are seeking to develop their entrepreneurial skills so that they can become more marketable for bigger contracts, including commercial and public sector contracts, for example the Department of Public Works programmes.



## Course Curriculum

This course consists of the following modules:

- Implementing marketing plan
- Negotiating a deal with a customer
- Outlining processes and principles for completing basic quotes
- Outlining processes and principles for completing tender documents
- Identifying events in the physical, social and business environment that impact on the industry in which they are working
- Identifying people and business trends from the news
- Procuring and reviewing a tender document.
- Preparing and completing a tender document.
- Submitting a tender document.

## Duration

This is a 8 week online programme. It involves weekly Live Webinars with your facilitators and practical tasks to complete throughout. Expect between 3-4 hours of workload per week.

## Study Support

You will complete your course via our world-class Learner Management System. After registration, you can access the course material via your browser or our Android App, on your PC, tablet or cellphone.

Our Student Support Team and Faculty are here to support you throughout your course, guiding you to course completion.

## How Will You Learn

- Live webinars
- Quality course material available online
- Quizzes throughout to help you retain what you have already learned
- Practical components delivered by idreate
- Group Q&A sessions
- Receive your Certificate of Achievement upon completing the course.

## Course Fees

The course fee is **R4,998**

It can be paid as cash once-off or in three monthly instalments of R1,666. The first instalment is due as a deposit and needs to be paid before the course begins.

The full course fee includes:

- Access to all the learning material online
- Live webinars and group discussions
- Practical tools provided in the course
- Certification