



Developing Your International Skills

MARKETING TRAINING

Are you looking to develop your career in marketing?
Do you wish to develop marketing skills as part of your management responsibilities?

Gain professional UK marketing qualifications which are recognised internationally.

Choose from the following options:

Introductory Certificate in Marketing - Level 3

This course is a good start in acquiring a first professional qualification in marketing.
The course contents are:

What is Marketing?

- Section 1 – Understanding the role and function of marketing
- Section 2 – Understanding the marketing environment
- Section 3 – The marketing mix
- Section 4 – How marketing is applied in different organisational contexts

Understanding Customer Relationships

- Section 1 – Understanding customers
- Section 2 – Building and maintaining effective internal and external customer relationships
- Section 3 – Communicating with internal and external customers
- Section 4 – Providing customer service for internal and external customers

Professional Certificate in Marketing - Level 4 – Intermediate

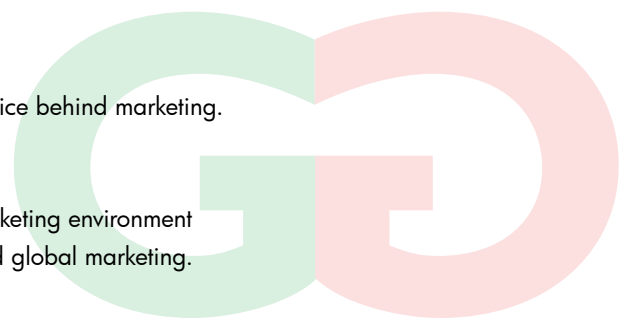
Are you working in a marketing support role? Do you have a more senior role with marketing responsibilities? This course will give you a practical insight into marketing and how the principles are applied at a tactical level.

Marketing Essentials

- Offers a detailed explanation of the key theories and practice behind marketing.

Assessing the Marketing Environment

- Provides an understanding of the internal and external marketing environment with broad consideration of the impact of international and global marketing.



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Marketing Information and Research

- Focuses on the importance of marketing information and explores different research methodologies.

Stakeholder Marketing

- Focuses on the nature and scope of an organisation's diverse range of stakeholders (of which customers are part) and their importance to the marketing process.

Professional Diploma in Marketing – Level 6 – Advanced

Are you managing the marketing process at an operational level?

This course is popular with Marketing Executives; Business Development Managers; Departmental Managers; Product/ Brand Managers; Marketing Managers and Account managers.

The course will give you an insight into:

Marketing Planning Process

- Evaluating marketing processes, conducting marketing audits, developing marketing plans and effective strategies

Delivering Customer Value through Marketing

- Developing and managing brand and product portfolios, demonstrating brand values and competitive advantage. Determining a customer-focused, efficient and effective strategy

Managing Marketing

- Managing marketing teams, measuring performance, preparing budgets and ensuring good financial management

Project Management in Marketing

- Identifying risks and mitigation strategies.
- Using project management tools and techniques to design, develop and plan marketing campaigns effectively (quality, resources and delivery).
- Monitoring and measuring the outcomes of marketing projects





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Diploma in Digital Marketing - Level 4 - Intermediate

Do you want to deepen your understanding of digital marketing and turn that knowledge into successful marketing strategies?

The qualification covers:

- **Search Engine Optimisation (SEO)**
- **Pay Per Click (PPC)**
- **Types of online advertising**
- **Email marketing**
- **Viral marketing**
- **Online PR**
- **Affiliate marketing**
- **Social media**

It also looks at digital metrics, legislation, regulation and codes of practice.

The course covers:

- **Digital Marketing Essentials**
- **Digital Marketing Planning**
- **Marketing and Consumer Behaviour**

SALES MASTERCLASS

International trade is a vital part of any economy. It helps new and existing businesses achieve sustainability, to continue to innovate and to develop more employment opportunities.

Can we perform better in international trade? Yes.

Would you like to create a new sales strategy which will lead to your clients increasing the amount of business that they do with you?

Contact us today about the Sales Master class.



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Developing Your International Skills

How many of your employees are involved in international trade? The Answer - All of them.

Your international client can come into contact with all kinds of people who work for your company:

- **Export Sales**
- **Marketing**
- **Customer Service**
- **Finance**
- **Reception**
- **Warehouse**

Sales Training

We have experienced trainers who can offer guidance in:

- **Performance Selling Skills**
- **Advanced Sales Techniques**
- **Negotiation Skills**
- **Persuasive Presentations**
- **Sales Team Planning Workshops**
- **Selling for the nonprofessional sales person**
- **Telephone sales**
- **Winning sales proposals/ letters**

TRAINING PACKAGES

Are you interested in purchasing training packages? Many of the training packages will come complete with Presentations, Activities and Hand-outs, as well as, Trainer notes ready to print and use. You can also personalise them with your company details and logo.

For more details please contact:

info@goingglobalskills.com

If English is not your first language, evidence of at least IELTS level 6.5 or Trinity ISE III/IV will be required. Please contact us for full details - info@goingglobalskills.com



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