

## Marketing Management

### Module 1 Lesson 1: Introduction to Marketing

#### Introduction

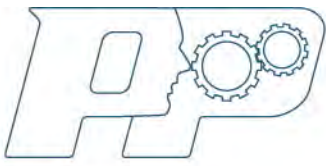
Welcome to 'Marketing Management'. In this course, we will learn the essential stages of a marketing process, all the way from carrying out market research, to formulating a marketing strategy, and implementing a marketing plan.

In this lesson, we will provide an overview of the course, and how to navigate the lessons. We will discuss the course aims and explain the assessment methods.

The aim of this course is to give you the knowledge, skills and competence to critically apply marketing management principles to a range of contexts. You will be able to work independently in a marketing environment, and manage the work of others. This course also provides a basis for progressing to further study.

After completing this course you'll be familiar with the theories, strategies and components of marketing management. You'll be able to:

- apply marketing skills and techniques to make decisions in a range of business situations.
- analyse your organisation's goals and formulate marketing objectives.
- research and design a marketing audit.
- And devise a marketing plan for your organisation.



This course is perfect for those who want to learn the basics of marketing and who may have little or no previous experience in the area. We'll provide you with an excellent basis from which you can build your knowledge of and experience in marketing. You will learn how marketing works as well as practical tips that you can put to use in real marketing situations. This course is also great for people who already work in marketing, as you'll look at theories and strategies to really refine your skills.

## Course aims

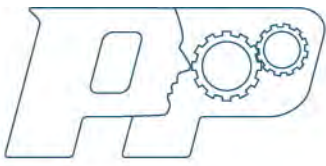
This Marketing Management course is divided into six modules.

- **Module 1: Principles of Marketing**
- **Module 2: The Marketing Environment**
- **Module 3: Strategy**
- **Module 4: Marketing Mix**
- **Module 5: Product, Place and Price**
- **And Module 6: Marketing in Action**

Each module is further divided into a number of lessons.

## How to navigate the course

If this is your first course with People and Process Academy, be sure to watch the video titled 'Studying with People and Process'. This short video in the 'My Courses' section of this site, explains how to navigate your way around the site and get the most from your People and Process membership.



All of our lessons are videos, and there's a transcript you can follow as you watch. If you like, you can download the video transcript to revise later. In *Marketing Management*, each new lesson builds on previous information, so it's best to follow the lessons in order. Similarly, you should follow each module in sequence as you move through the course. All registered users have unlimited access to our video lessons and transcripts, and you can watch each lesson as often as you like.

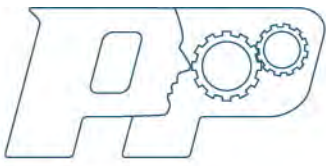
There's a discussion forum attached to this course for all users. You can access the forum at any time from the sidebar on the right of your screen. In this forum, you can ask and answer questions about the course and engage with your fellow students. If you have any difficulties navigating the course, see the support section for help.

## **Course assessment**

There's a quiz at the end of each lesson to test your understanding of the material. To successfully complete the course, you must pass the quiz for each lesson in the course. Once all the lessons have been completed you can then download and print the People and Process completion certificate.

This course can also lead to an external QQI certificate. The certification path for eligible learners requires completion of separate course assessments. Criteria and materials for this assessment will be posted in the discussion forum during the course.

**Next lesson:**



# People & Process Academy

So let's get started. In our next lesson, we'll look at how we learn new information and our different learning styles.

