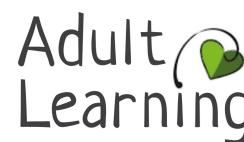


Adult Learning - Course Information Sheet



ABEC01BZ - Marketing A Business On A Shoe String

The Northampton Academy
Wellingborough Road
Northampton

NN3 8NH **Room** A16

Start Date: 19 November 2015
End Date: 17 December 2015
Start Time: 7:00PM
End Time: 9:00PM
Day: Thursday
Sessions: 5
Tutor: Mr Everet Mckie

Course description

To provide an awareness of Marketing and the cost factors associated with marketing.
To furnish students with information allowing them to help negate cost and to provide them with cost effective marketing solutions.

Course outcomes

- Source, construct and compile cost free Marketing mailing lists
- Identify the differences between good and bad advertising
- Explain how to acquire Free Editorial and PR
- Select and take advantage of, effective free or cheap web and print Marketing methods

How will the course be taught?

By Example-Strategy and solutions to cost implications will be explored. Information hand -outs distributed.
Access to web

Could I gain a certificate?

No

What do I need to bring?

Writing material

Further support or progression

If you need help whilst on a course with us, our Learner Support Advisor is available to discuss your needs. We offer a range of services, subject to eligibility, which can include practical support and/or financial assistance to ensure you feel fully supported while learning with us. For more information contact alsreferrals@northnorthants.gov.uk or call 01604 368023 (answerphone available). Visit our website www.northamptonshire.gov.uk/course-info for further information about our fees and concessions. Your tutor will inform you of further learning opportunities and progression during your course.

Health and Safety

Your tutor will give you information about Health and Safety on the first session. For information on how to keep safe online, go to https://safety.lovetoknow.com/Internet_Safety_Adult and <https://takefive-stopfraud.org.uk/> national awareness campaign. To report suspected scams, or for information on preventing scams, call the Citizens Advice on 03454 04 05 06.

Further information

Northamptonshire Adult Learning Service work in partnership with National Careers Service advisers who can provide information, advice and guidance on skills, learning and work. National Careers Service can be contacted by telephone 0800 100 900 or text your name and the word ADVICE to 07766 413219 and an adviser will call you back for free or go to <https://nationalcareersservice.direct.gov.uk/>

