

Introduction to Online and Offline Marketing

Date: Thursday 7 October 2010

Time: 9am - 12noon

Venue: Brock Road

Cost: £75

Tutor: Lucy Mallett

Course Description

This course offers delegates an introduction into marketing; what that actually means for the delegate and the company both internally and externally and the benefit this has to the company. The course explores what the difference is between offline and online marketing, the advantages and disadvantages are of each and how well they can work together.

Course Content

- Definition – What is marketing?
- What benefit marketing can have for your company
- The Marketing Mix
- Who are your customers and how do you reach them?
- What is offline marketing (newspaper, radio, TV) and how can it work for you?
- What is online marketing (Google PPC, banner advertising, your company website) and how can it work for you?
- How else can your company be seen by its stakeholders

Please contact Martine Ellis at the Guernsey College of Further Education on 737925 or email martinee@gcfe.net to book your place.