

## It's your business

An introduction to marketing – a course for complete beginners

### Overview

No matter what kind of business you run, you must find out what your customers need and then show them that you can offer it. This is a key aspect of all successful businesses and relies on the involvement of everyone in your organisation. This enjoyable and interactive workshop will give all participants the tools needed to promote their business.

### Who is it for?

Owners, managers and staff of new or existing businesses who have no previous marketing training or experience .

### Outcomes

At the end of the workshop participants will:

- understand why marketing their business is crucial to future successful sustainability
- look at ways in which other businesses have approached this task
- have an opportunity to practice some of the skills needed
- be able to formulate a strategy for their own organisation

### Format

This workshop can be delivered over one day or two half-day sessions.

This course is designed for complete beginners



INVESTOR IN PEOPLE