

# THE MARKETING COMPANY



**The Intensive Marketing Accelerator Programme™**

## Who This programme is for

1. People who are looking to enter a marketing role in business
2. People who are new to marketing
3. People who need a marketing 'refresher'

## How this amazing 12-week programme works

1. You receive a weekly email with a new course to cover online
2. Each course has three separate modules
3. You need to complete each module to move onto the next module/course
4. Each main module/course has a mandatory online assessment to complete
5. Attendees are welcome to accelerate ahead if they wish to, likewise they can retake a course to embed their learning if they want to

## Programme Breakdown

Module/Course Title	
Setting the Foundation	
Module 1	The Importance of Marketing
Module 2	The 5 Pillars of Marketing Communications
Module 3	The Value of Time
Marketing Essentials	
Module 1	Where Marketing Fits
Module 2	Setting Marketing Goals
Module 3	The Market Growth Matrix
Operating in Marketing	
Module 1	Marketing Principles
Module 2	A Marketing Plan
Module 3	Working with Other Departments
Target Market & Pricing	
Module 1	Target Market Principles
Module 2	Target Customer Profiling
Module 3	Pricing Strategy
SWOT & Competitor Analysis	
Module 1	Strengths & Weaknesses
Module 2	Opportunities & Threats
Module 3	Competitor Analysis
Competitive Advantage, USP & Marketing Positioning	
Module 1	Competitive Advantage
Module 2	Unique Selling Proposition ( USP )
Module 3	Market Positioning

## Programme Breakdown (continued)

Module/Course Title	
4Ps Vs 4Cs & The Product Life Cycle	
Module 1	First 2 Ps Vs 2 Cs
Module 2	Second 2 Ps Vs 2 Cs
Module 3	The Product Life Cycle
Branding, Printing & Direct Marketing	
Module 1	Branding & Printing
Module 2	Direct Marketing
Module 3	DEM
Advertising, PR & the Media	
Module 1	Traditional Advertising
Module 2	Signage & AIDA
Module 3	PR & the Media
Direct Selling, Client Management & Networking	
Module 1	Direct Selling
Module 2	Client Management
Module 3	Networking
Digital Marketing & Social Media	
Module 1	Website Essentials & SEO
Module 2	SEM & More
Module 3	Social Media
Springboard for the Future	
Module 1	Other Marketing, Measuring & Marketing Budget
Module 2	Marketing Proposition Review
Module 3	Marketing Communication Review

Please note: the total value of buying these courses individually is AU/NZ/CAN\$1664, US\$1150, GB£908

### Investment

- AU/NZ/CAN\$1250+gst
- GB£675 (no VAT)
- US\$850 (no GST)
- CAN\$1250 (no GST)

### Bonus

Every attendee receives an Extended DISC Behavioural Profile (personality) report to match them against a role in Marketing, worth AU/NZ/\$250+GST (US\$177, GB£137)

Contact us NOW to book: [admin@THEmarketingcompany.com](mailto:admin@THEmarketingcompany.com) or +64 800 427 627