Do you know **HOW TO** effectively market your business by identifying your strengths, weaknesses, opportunities & threats?
This course is ideal, if you:
• are self-employed and run your own business.
• work in a business-to-business sales environment.
• work in the wholesale or trade market.
• need to learn more about marketing and promotions.
• want to gain marketing skills to assist your career and development.
• have a business that you want to get off the ground.

During this 12 week business marketing course, RMIT will show you how to:
• perform a SWOT analysis.
• identify your target market.
• design your own marketing plan.
• develop your business strategy skills.
• upgrade your marketing skills.
• find out more about your market.
• understand your competition.
• develop a pricing strategy.
• increase brand awareness.
• design a promotional campaign and calendar.
• use effective copy-writing skills.
• effectively use your marketing skills.
• develop your own marketing plan and promotional strategy while you are learning.
• create an innovative hands-on and personalised marketing plan.

Plus, RMIT offer optional on-site mentoring (for an additional fee).

What you get:
• Training that fits in with your busy lifestyle
• Four practical Saturday workshops (every third Saturday) at 239 Bourke Street, Melbourne
• Five one-on-one personalised coaching and mentoring sessions
• Flexible support through consultation
• One-on-one feedback and implementation support
• The use of practical projects means time spent on your training is time spent developing your business

Fees
The total program cost is $1,100.

How to apply
Call the RMIT Business TAFE School on 03 9925 1338. Places are limited and bookings are essential. Course commences every three months (depending on sufficient numbers).

The RMIT Business TAFE School offers a range of programs at flexible times, in intensive mode, face-to-face or online.

Intensive Programs
These flexible, intensive, project and online learning programs can assist with implementing improved productivity and professional service immediately.

Programs include:
• Marketing and Promotional Planning
• Conveyancing Fundamentals
• PS146 Financial Compliance

Industry Programs
Let us design a customised training solution for your organisation. We have expert teachers in a range of business fields who can work with you to create a training program that suits your immediate and longer term needs.

• Accounting
• Administration
• Advertising
• Conveyancing
• Financial Services
• ICT (Network Management including CISCO, Programming, Client Support and Database Administration)
• International Trade
• Law and Legal
• Management
• Marketing
• Public Relations
• Retail

Our aim is to support students, so individuals and organisations see the benefits immediately. Contact the Business TAFE School on (03) 9925 1637 for further information, or go to our website to see a complete list of academic programs and courses www.rmit.edu.au/bus/tafe/ewt.

Further Information
Contact: Enterprise and Workplace Training, RMIT Business TAFE School, Building 108, Level 13, 239 Bourke Street, Melbourne, VIC, 3000
Tel. 03 9925 1338
E-mail: business.training@rmit.edu.au
Website: www.rmit.edu.au
School website: www.rmit.edu.au/bus/tafe/ewt

This course is based upon nationally accredited competencies:
• BSBCMN409A Promote Products and Services
• BSBSBM403A Promote the Business

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