

MARKETING FOR SMALL BUSINESSES COURSE STRUCTURE

CORE MODULES	LEARNING OUTCOMES
Foundations of Marketing	<ul style="list-style-type: none">• Distinguish the different terms and what they mean to the business (marketing vs. brand vs. advertising)• Learn the role of marketing in business growth• Learn the importance of a thorough look into marketing prior to business launch• How does marketing elicit new business
Market Research and Analysis	<ul style="list-style-type: none">• Learn how to conduct effective market research• SWOT analysis and competitor analysis• Identifying target markets and customer personas• Market segmentation and positioning
Developing Marketing Strategies	<ul style="list-style-type: none">• Building a brand identity and using proper consistency• Crafting a unique selling proposition• Learn how to build a strategic marketing plan specific to your business
Creating a Digital Marketing Presence	<ul style="list-style-type: none">• Strategize what having an online presence means to the business.• Learn about each individual platform and how they best support your business goals and brand.• Establish presence on Google and how to manage reviews• Discover the methods of digital marketing: email newsletters, content marketing and blogging, pay-per-click (PPC) advertising• Analytics and KPI's
ELECTIVE MODULES	LEARNING OUTCOMES
Relationship Marketing	<ul style="list-style-type: none">• Building customer relationships• Customer feedback and satisfaction measurement• How to sell your business to potential clients – what to say, etc.• Protecting and managing brand reputation.
Emerging Trends in Marketing	<ul style="list-style-type: none">• Influencer marketing• Video marketing and live streaming• AI in marketing
Website & SEO Strategies	<ul style="list-style-type: none">• How to use the online tools available to operate your own website in house and what the SEO means
Advanced Social Media Strategies	<ul style="list-style-type: none">• Advanced strategies for various social media platforms.• Social media analytics and measuring ROI.• Influencer marketing and social media advertising.• Developing an effective content calendar.
Marketing Analytics and Data Visualization	<ul style="list-style-type: none">• Using tools like Google Analytics and marketing dashboards.• Data-driven decision-making.• Visualizing marketing data for reporting and insights.
Selling Your Services	<ul style="list-style-type: none">• Together we will work on your elevator pitch, practice your brand consistency verbally to ensure it matches what your goals are.• Learning how to sell a service and techniques your audiences need from you.