

Certificate in Business Marketing

Overview

Business-to-business marketing focuses on building relationships in order to gain long-lasting customers. In this short course, you will cover how to build those relationships and thus, elevate your business to the top of the ladder. You'll learn how to make people feel that your goods will gain them the most profit, whilst assuring that you moving with the market.

Modules

- Business-to-Business Basics
- Making Sense of Customers and Markets
- Business-to-Business Marketing: International
- Business-to-Business Marketing Specifics
- Business-to-Business Marketing Models
- Strategic Business-to-Business Management
- Marketing Evaluation and Control
- Implementing a Value-Creating Organisation

On course enrolment

- **167 course pages** in a PowerPoint Slides format that you can easily print
- **Real life examples**
- High quality infographics that help you understand content
- Full Guidance Support
- **Awarding Organisation endorsement and Certificate**

Eligibility requirements

- There **is no previous experience or qualifications required** for enrolment.
- It is available to all students aged 18 or over, of all academic backgrounds.
- **Basic understanding of English** language is required to attend this course.
- You'll need a **smart device (PC/Mac/Tablet) with an Internet connection**.

Course Assessment

This course does not involve any written exams. Students will be assessed by Multiple Choice Questions (MCQ) and achieve 50% marks.

Course Duration

The course can be completed in a very short time. The pace for the course is set by the learners themselves the course material is downloadable and course registration will be valid for 12 months, so learners can complete the course with complete peace of mind and with no pressure at all.

Course Mode

This is a self-study course, students have 100% freedom to complete the course, and there is no time restriction on this course.

Career path

People interested in working with goods like raw materials and other things that can be of use to large corporation will benefit from that this course has to offer; learning to network with other businesses can widely outstretch your company and expand your career. This can also be done as a CPD course to build on skills in your current profession.

Fees: £150 + VAT

Fast Facts

Awarding Body: CPD Qualification, UK

Course Duration: 2-6 Weeks

Method of study: Online

Qualification Level: 1