

**PARTICIPANTS RESPONSIBILITIES
FOR ALL COURSES:**

- To ensure the smooth running of the various sessions, the following rules have been established:
- Please ensure that you **sign the Attendance Sheet** every time you attend classes. This is proof that you attended the course.
- To minimize disruptions to classes:

Cell Phones

Kindly keep off or in the vibrate mode.

Avoid answering calls in the class.

- Participants are expected to be punctual for all sessions
- Participants are expected to honour their financial obligations
- It is **your responsibility** to follow up with the facilitator whenever you have been absent for a training session
- Participate in assessments undertaken in the respective Course
- Complete Business plans as assigned in a timely manner



DAYS & TIMES OF CLASSES

Mondays and Wednesdays from 5:30 to 7:30 p.m.

VENUE:

Sir Arthur Lewis Community College. Room information to be provided before start of classes.

COURSE CYCLE:

September - December

February- May

COURSE DURATION:

Thirteen (13) weeks

TRAINING METHODOLOGY:

Course Units will be delivered in short lectures which will be complemented by case studies, open discussions and group work.



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**MARKETING
COURSE
STUDENT
INFORMATION**



**MINISTRY OF COMMERCE, BUSINESS
DEVELOPMENT, INVESTMENT & CONSUMER AFFAIRS**

SMALL ENTERPRISE DEVELOPMENT UNIT

Objectives:

To provide participants with the necessary knowledge and skills that will enable them to, effectively and efficiently, execute the Marketing Programmes of their enterprises. To strengthen their businesses by providing the information and skills necessary for a competitive advantage in their endeavors for sustainable success in today's fast changing political and economic environment.

Who can benefit:

Personnel of Micro and Small Enterprises who are, or will be, responsible for, and/or involved in marketing decision making and activities of the organization.

By the end of the programme:

Participants will have extensive knowledge of the basic theory and concepts of modern Marketing Management; be capable of designing, implementing and monitoring a Marketing Plan to ensure a balance between long-term growth and profitability.

Programme Outline:

- A. Marketing Today
- B. Satisfying the Customer
- C. Marketing Segments and Targets
- D. Analyzing Buyer Behaviour
- E. Dealing with the Competition
- F. Marketing Research
- G. MID TERM ASSESSMENT (20% of Final Grade)
- H. The Marketing Plan
- I. Marketing Decision- Services
- J. Marketing Decisions- Pricing
- K. Delivering Market Programs- Products
- L. Delivering Market Programs- Advertising
- M. The Advertising Standard, Marketing Implementation
- N. Developing Export Markets
- O. Marketing Ethics
- P. Business for A Day or Group Presentation
 - (10% of Final Grade)
- Q. Project & Course Evaluation
- R. SECOND ASSESSMENT (20% OF FINAL GRADE)
- S. MARKETING PALN (50% OF FINAL GRADE)



PAYMENT

All payments are made through the Government Treasury using an "A FORM", completed and stamped (by SEDU), to be obtained from the office of the Small Enterprise Development Unit.

PAYMENT PLAN:

Option 1- Participants pay the total course fee prior to the start of the course.

Option 2- Participants **must** pay 50% prior to the start of the course, the next 50% by the 15th of the second month of the course.

Course fees are payable at the Government Treasury after acquiring and "A Form" from SEDU.

GRADUATION

Participants will graduate based on successful completion of assessments, assignments, attendance and financial obligations

REFUNDS

Refunds for an enrolled course will be done provided the participant has informed SEDU a **minimum of two (2) weeks** into the programme. For refunds persons **MUST** present the following:

Letter with request for refund for said Course

Photo ID for copy

Copy of receipt

Note: Refund not possible on same day of submission.