

**DURATION, DAY, DATE AND TIME OF THE COURSE:**

1 week starting on Thursday 7 March 2024, 10:00 – 15:30.

**VENUE:**

East Surrey College, Gatton Point, London Road, Redhill, RH1 2JX.

**PRIOR KNOWLEDGE/SKILLS REQUIRED:**

You will typically be an owner or employee of a Small or Medium-Sized Enterprise (SME).

**COURSE DESCRIPTION:**

This is a one-day course designed to give learners the foundational knowledge to review and improve the relationships between an SME and its customers. There will be opportunities to review marketing issues within your own company.

**UNITS/TOPICS COVERED:**

- How to perform an outline marketing audit on an SME
- How to utilise a variety of cost-effective marketing tools and techniques
- How to write an outline marketing plan for an SME

**EQUIPMENT NEEDED:**

- Pen and paper
- You may also wish to bring information that is relevant to your business and its market

**WHERE CAN IT LEAD?**

We offer a number of other Business-related courses; why not browse our website for suggestions or call Client Services on 01737 788444 for further information.

**COURSE FEE:**

£45

If you are 19+ on 31 August 2023, the standard fee will apply unless you qualify for free tuition and this will be your first leisure course in the current academic year. Contact Client Services for advice and guidance on funding and eligibility. Please be aware that there may be additional costs for materials.

**WHAT TO DO NEXT:**

If you have any outstanding queries please contact our Client Services team on 01737 788444 or at [clientservices@esc.ac.uk](mailto:clientservices@esc.ac.uk).

To apply online for this course please visit [www.esc.ac.uk](http://www.esc.ac.uk).

**Disclaimer:**

Every effort has been made to ensure that the details contained in this leaflet are up-to-date and accurate at the time of printing. However, the College reserves the right to alter or cancel courses, their content, entry requirements, fees or other details should circumstance dictate.

Should you require this leaflet in a different format please contact Client Services on 01737 788444.

