

Competing for Business - Information Sheet

Course Aim: This 'Competing for Business' skill development programme aims to assist you to develop and implement a structured programme of marketing activities to attract new customers and repeat business from domestic and international markets.

Duration Half Day
Timings Start 10.45am – Finish (Approx) 3.00pm

Who is the course intended for?

Managers, owners and supervisors who are involved in HR within the tourism, leisure and hospitality sector in the Berkshire, South Oxfordshire and South Buckinghamshire area.

What will I gain from the course?

Essential knowledge of how to market your business in an effective way.

What does the course cover?

The course will allow you to:

- Understand the key elements of the marketing process
- Adopt a systematic approach to marketing activities
- Conduct and use market research data
- Build your brand
- Plan your marketing activities
- Develop promotional packages and offers
- Select appropriate promotional techniques for your organisation
- Manage customer relationships
- Monitor and evaluate your marketing activities
- Develop an action plan to enable you to compete for business successfully.

Course Method Classroom style
Discussion groups
Powerpoint slides
Case studies and activities

Next Steps The range of Hosting the World courses is suitable for most businesses to gain the most out of the 2012 Olympic and Paralympic Games. The project is currently available in the Berkshire, South Oxfordshire and South Buckinghamshire only.

Assessment None

If you require any further information, please contact:

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