



# MARKETING AND PROMOTION FOR BEGINNERS COURSE

## DESCRIPTION OF COURSE

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This course will review the basics of marketing and promotion in the digital age, including the foundations of marketing and promotion. *Marketing and Promotion for Beginners* will feature a mix of lectures, video content, interactive polling and discussions, and practical application through breakout sessions.

Topics covered in this course include:

- » what is marketing, and why is it important?
- » the 4 Ps of marketing and the competitive advantage
- » marketing and promotion in the digital age
- » intro to online marketing through social media and advertising campaigns
- » brand basics and the strength of the brand
- » media creation basics

*Course Bonus: Marketing plan template*