

# INTRO TO BASIC MARKETING

## WHAT?

*Understand key marketing concepts | Discover the environment that you function in | Elements of the marketing mix | Segmentation, targeting, positioning and differentiation | Marketing objectives and marketing strategies | Gaining a competitive advantage | Challenges in a new marketing world*

## WHO?

*Small business owners | Members of NGO's | Communication specialists | People wanting to understand what marketing can and cannot do*

## WHAT ARE THE SPECIFICS?

*Thursday Evenings 18H00 - 21H00 | R3900 (subject to 5 people)*

*COURSE 1: 11 May | 18 May | 25 May | 1 June | 8 Jun | 15 Jun*

*COURSE 2: 12 Oct | 19 Oct | 26 Oct | 2 Nov | 9 Nov | 16 Nov*

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SHORT  
COURSES

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