

Introduction to Marketing

Applying for this course

This course is for persons who completed compulsory schooling up to 65 years of age. Individuals must also be in possession of an MQF Level 2 qualification in English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on ga.jobsplus@gov.mt. stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 11 hours duration and consists of one Module - (including 1-hour assessment).

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including

General assessment policy and procedures for this course:

demonstrations.

The assessment will vary from one module to the other. For this module, the learner will be assessed through a written assessment. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – Introduction to Marketing

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| <ul style="list-style-type: none">✓ Ensure that one understands the concept of the Marketing Environment✓ Ensure that the marketer achieves his/her objectives✓ Be responsible for understanding the difference between Micro and Macro Environments✓ Ensure understanding of the relationship between Marketing and Sales✓ Be responsible for understanding the difference in Marketing for a Product and a Service | <ul style="list-style-type: none">✓ Comply with the 5 approaches towards marketing activities (Production Concept, Product Concepts, Selling Concept, Marketing Concept, Societal Concept)✓ Be responsible for marketing for NGOs✓ Ensure understanding of the Basic Marketing Models (RACE Framework, 7 Ps of Marketing, Brand Positioning Map, PESTLE, & Porter's 5 Forces)✓ Be responsible for the legal and ethical obligations of the Marketer (such as data protection, use of images of children for marketing purposes, etc) |
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Module 1 Assessment:

The learner will be assessed by undergoing a written test. This will carry a total of 80% of the global mark.

An ongoing assessment for learning by way of oral and practical exercises will take place throughout the entire unit, to assess and consolidate the learning being covered. This will carry a total of 20% of the global mark.

Trainees are required to obtain a pass mark (45%) in both the Ongoing Assessment and the Written Assessment.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 1 ECTS points are assigned.