



THE UNIVERSITY OF THE WEST INDIES
GLOBAL CAMPUS BELIZE

INTRODUCTION TO DIGITAL MARKETING AND THE SALES PROCESS

Course Description

The main objective of this course is to provide participants with the concepts, theories and skills involved in the field of Marketing, including Digital Marketing and the Sales Process.

Purpose

The purpose of this course is to provide professionals in the field of sales with practical methodologies and techniques necessary for success in Marketing and Sales.

Course Participants - Who Should Attend

Persons working in marketing, promotion and sales departments, merchants, business owners

Course Objectives

At the end of the course the participant will be able to:

- Get an introductory understanding of Marketing and its basic principles
- Learn Marketing philosophies that focus on customers
- Articulate the features and benefits of their products, services, and organization through the Marketing Mix.
- Appreciating the changing trends in marketing and how to adapt
- Understanding and using Digital marketing tools
- Understanding the Sales Process including steps and tips for successful closing of sales

Certification

Participants who fulfill at least 75% of the attendance requirement of the whole course and pass the end-of course assessment (if applicable) will be awarded *Certificate of Completion*.

Participants who met the minimum attendance but do not pass the assessment will be awarded a *Certificate of Participation*.

Method of Delivery and Assessment

The emphasis is on learning by doing. Special features include:

- Interactive "workshop" format
- Group learning - you also get to know what other participants are doing
- Individual and group activities

Method of Assessment

Group presentations on Marketing Mix and Digital Marketing Ideas (F2F only)

Course Cancellation Policy

The UWI Global Campus Belize makes every effort to maintain the advertised schedule of classes; however, low or insufficient enrollment may require a schedule adjustment or course cancellation. All registrants will be duly notified of any changes in the published information.

Course Duration

8 contact hours (1 full day)
Online – half day session

Course Outline**Topics**

- Working knowledge of marketing, its functions, and role in business
- Strategic approaches to the marketplace
- The organizational philosophies of marketing
- Articulate the features and benefits of their products, services, and organization through Marketing Mix.
- The changing nature of Marketing
- Digital Marketing
- The Sales Process
- Sales Promotion
- Types of customers and the benefits of building and retaining client/customer relationships.