

Principles of Marketing Level 2

Module Goals

Designed for learners who are looking to gain knowledge in the principles of marketing within the retail and customer service sector, this level 2 certificate will provide them with the key skills they need to be successful, including understanding the legal, regulatory and ethical requirements in sales and marketing and understanding the relationship between sales and marketing.

Module Chapters

1. Principles of marketing theory
2. Understanding legal, regulatory and ethical requirements in sales or marketing
3. Principles of personal responsibilities and working in a business environment
4. Principles of digital marketing

Additional Course Information

Estimated learning time: 112 hours

Course style: Online module with written assignments

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Progression Options

Functional Skills Maths & English Level 2

Emergency First Aid at Work

Health & Safety in the Workplace Level 2

Desktop Publishing Level 2



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