

# ***Chartered Institute of Marketing Introductory Certificate***

## **Course contents**

- Lesson 1** Getting to grips with marketing
- Lesson 2** Study guide, helping you to maximise your time effectively
- Lesson 3** Understand the role and function of marketing
- Defining marketing as an exchange process
- Lesson 4** Explain the role of marketing in achieving customer satisfaction
- Lesson 5** The role of marketing as a cross-functional activity
- Lesson 6** Internal and external marketing
- Lesson 7** Understanding the marketing environment
- The macro-environment
- Lesson 8** The micro-environment
- Lesson 9** Introducing the marketing mix
- Lesson 10** The marketing mix: Product
- Lesson 11** The marketing mix: Price
- Lesson 12** The marketing mix: Place
- Lesson 13** The marketing mix: Promotion
- Lesson 14** The marketing mix: Service elements:
- People
  - Process
  - Physical evidence
- Lesson 15** The different ways in which customers make buying decisions
- Lesson 16** How marketing is applied in different organisation contexts
- Lesson 17** Understanding customers – needs, wants and orientations
- Lesson 18** Understanding customers – gathering information

- Lesson 19** Building and maintaining effective internal and external customer relationships
- Lesson 20** Networking
- Lesson 21** Communicating with internal and external customers and resolving conflicts
- Lesson 22** Developing yourself
- Lesson 23** Communicating with internal and external customers
- Lesson 24** Providing customer service for internal and external customers
- Lesson 25** Developing yourself