



# ST. VINCENT & THE GRENADINES COMMUNITY COLLEGE

## SHORT COURSE

### Marketing Fundamentals

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#### Course at a Glance

**Admissions Term:** Semester I 2024/2025

**Start Date:** 14<sup>th</sup> October, 2024

**Modality:** Online

**Days:** Tuesdays and Thursdays

**Time:** 6:00 p.m. to 8:30 p.m.

**Duration:** 10 weeks

**Cost:** EC\$500.00

**Certificate to be Awarded:** Certificate of Completion

**Course Overview:** This course is designed to expose participants to the basic concepts and general principles of marketing. It examines the marketing mix (price, product, place and promotion) and seeks to demonstrate how these can be used to satisfy the needs and wants of the customer. Participants will be able to utilize the concepts and principles examined in this course to offer real life marketing solutions.

Who should take this course?

- Entrepreneurs, small business owners and aspiring marketing professionals.
- Anyone seeking to boost their marketing skills and effectively promote products and services.