

Business & Enterprise

Marketing

When does this start and end?

- 19 January 2023 - 20 January 2023

What are the entry requirements?

No formal qualifications are required to study this course. A willingness to learn is essential.

Need more information?

You can find out more about Northern College and the courses on offer by calling us on 01226 776000 or emailing us courses@northern.ac.uk

Course description

The aim of this engaging and interactive two-day course is to provide a basic understanding of how marketing is used by businesses/groups to attract new and keep customers.

This includes also how social media can be used to market a group, team, or organisation.

You will develop a deeper understanding of the variety of social media platforms available and what they are best used for.

If you are interested in Business, you can access this course as part of an 11-week programme that will start with the basics and lead up to level 1 and 2 certificates. Gateway to Business - Northern College [<https://www.northern.ac.uk/course/gateway-to-business/>]

Want to learn more?

You can find out more about Northern College and the courses on offer at one of our Open Events [<https://www.northern.ac.uk/about-us/open-events/>]

Location

Northern College, Yorkshire [<https://www.northern.ac.uk/contact-us/>]

Course fees and funding support

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Course session dates

Session dates for 19 January 2023 - 20 January 2023

- Thursday 19 Jan 2023 to Friday 20 Jan 2023

Course fees and funding support

FREE*

* [This course is fully funded for eligible students.](#)

If you are not eligible, the cost of the course is £25.00. If you choose to stay residentially, and you are not eligible via the residential funding assessment, there will be an additional fee to pay. The vast majority of students are eligible to study and stay residentially for free and we will confirm when you apply.

Last updated: 7th October 2022