



# Australian College of Commerce & Management

## Marketing for Small Business Operators

😊 **Government  
Funded\***

This is a rare opportunity to get professional assistance to identify and implement effective and inexpensive marketing activities for your small or medium sized business for next to no cost !!!

This course is funded by the NSW Department of Education and Training\*, with your business only required to make a small contribution of \$209 towards the course costs.

And – a big marketing budget isn't needed !!!

You will be taught the essential skills to effective marketing so that you can immediately apply them to your business and see the results.

**No experience  
required** 😊



You will learn these exciting new skills through attending 4 evening workshops (one a month) conducted locally by highly experienced trainers.

Please review the following details to ensure that the course will suit you.

Note that you will be provided with the opportunity at the first workshop to withdraw from the course (with a refund) if you decide that the course is not suitable to your needs. Refunds after this point are not possible.

# Marketing for Small Business Owners

(partial completion of Certificate IV In Business (Small Business Management))

## COURSE CONTENT

**QUALIFICATION OUTCOME:**

Statement of Attainment (1/2 a full qualification)

**APPROXIMATE TIME COMMITMENT:**

**3-6 hrs per week** (depending on complexity of the marketing activities you choose to complete)

**COURSE OUTCOMES:**

During the course participants will research, develop and implement a range of marketing activities suitable for their small business.



Specific content includes:

- Determining effective marketing activities
- Business development opportunities
- How to write effective promotional material
- Simple but effective market research methods

## IMPORTANT FACTS

**ENROLMENT FEE:**

Non-refundable fee of \$209

**PLACES AVAILABLE**

15 students (on first enrolled basis)

**DELIVERY METHOD:**

4 Evening Workshops with compulsory research and marketing assignment tasks to be completed between workshops (approx 3 – 6 hrs pw)

**WORKSHOP LOCATION:**

Goulburn Club  
19 Market Street Goulburn NSW 2580

**WORKSHOP TIMES:**

5.45pm – 8.45pm

**START DATE:**

Tuesday 20th May 2008 at 5.45pm – 8:45pm

**COMPLETION DATE:**

All assignments must be completed by TBA

**COMPULSORY WORKSHOP DATES:**

1. Tuesday 20th May 2008
2. Tuesday 10<sup>th</sup> June 2008
3. Tuesday 1<sup>st</sup> July 2008
4. Tuesday 29<sup>th</sup> July 2008

**COMPULSORY ATTENDANCE EVENING:**

Tuesday 19<sup>th</sup> August 2008

## COURSE CRITERIA

- Employment in a small / medium size business in the Goulburn area
- Plans to start a small business in the near future

## REQUIRED RESOURCES

- All required resources are provided.

## COMPLETING THIS QUALIFICATION

After this course you can complete the Certificate IV in Business (Small Business) qualification by completing an additional 5 modules. The price to complete a full qualification after this class is \$1000.



## IMPORTANT INFORMATION ABOUT GVT FUNDED COURSES

### ENROLMENT PROCESS

Places in this course are limited.

Applications are processed on a first in basis, except that enrolment may be restricted to people who have participated in past government funded courses which they have not completed.

Enrolment Forms are available at [www.austcollege.com.au](http://www.austcollege.com.au) or by calling 0242 259 881 and may be submitted by email (in scanned format), fax or post. The College will advise successful applicants of their entry into the course by email or letter.

Applicants must pay the compulsory Enrolment Fee at the time of enrolment. Payment can be by Visa, Mastercard, Cheque or Postal Order.

The Enrolment Fee is not refundable once the course starts however you will be provided with the opportunity at the First Workshop to withdraw from the course (with a refund) if you decide that the course is not suitable to your needs. Refunds after this point are not possible.

### HOW THE COURSE OPERATES

All College courses are Nationally Accredited Training.

Evening workshops will be delivered to teach you the skills and knowledge required for this course. Attendance at these workshops is compulsory. If you identify that you cannot attend a workshop you must contact the College to discuss your situation.

Between each workshop you will have compulsory homework assignments. These must be completed before the next workshop.

In between workshops you will have access to your Trainer to obtain assistance and support by phone and email. This support will be limited to the specific course content.

You will be required to commit further evenings at the end of the course if you have not at that time submitted all work due as at that date.

### COMPLETION OF ASSIGNMENTS AND THE COURSE BY THE DUE DATES

The NSW Department of Education funds this course and so sets the required start and finish dates of the course. You must be willing and able to dedicate sufficient time to complete the course within this timeframe.

You are not permitted to enroll in more than one government funded class at the same time.

### OTHER FREQUENTLY ASKED QUESTIONS

What Sort of marketing Activities Can I Choose From?

A: The College will be flexible in considering any specific marketing activities that you would like to complete as your course assignments. For example currently the College course supports advertisement development; design of letter box drops; brochures and fliers; sales promotional campaigns; review of shop merchandising plans; window displays; business development / sales plans and customer surveys.



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