



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:

APPROXIMATE TIME COMMITMENT:

Statement of Attainment (1/2 a full qualification)

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:

PLACES AVAILABLE

DELIVERY METHOD:

Non-refundable fee of \$209

15 students (on first enrolled basis)

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

WORKSHOP LOCATION:

Manly Warringah Credit Union
17-19 Oaks Avenue, DEE WHY
5.45pm – 8.45pm

WORKSHOP TIMES:

START DATE:

Wednesday 20th February at 5.45pm

COMPLETION DATE:

All assignments must be completed by

COMPULSORY WORKSHOP DATES:

1. Wednesday 20th February 2008
2. Wednesday 19th March 2008
3. Wednesday 16th April 2008
4. Wednesday 14th May 2008

COMPULSORY ATTENDANCE EVENING:

Wed 11th June 2008 at Manly Warringah Credit Union

COURSE CRITERIA

- Employment in a small / medium size business in the Northern Beaches 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. This may be achieved through a second government funded course later in the year, or as a private student (The price to complete a full qualification as a private student 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 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. Priority for entry into the second course later in the year will be given to those who have successfully completed this course on time.

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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