

Mandatory Units

Collect and organise market research data

Contribute to measuring the marketing response

Work with other people in a business environment

Improve own performance in a business environment

Optional Units

Contribute to conducting direct marketing campaigns

Use digital and social media in marketing campaigns

Analyse competitor activity

Support the co-ordination of an event

Database Software

Website Software

Bespoke Software

Develop customer relationships

Design and produce documents in a business environment

Plan and organise an event

Co-ordinate an event

Website Software

Presentation Software

Presentation Software

Using Collaborative Technologies

Using Collaborative Technologies

Word Processing Software