

Customer Engagement and Marketing Mix

Applying for this course

This course is for persons who completed compulsory schooling up to 65 years of age. Individuals must also be in possession of an MQF Level 2 qualification in English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on ga.jobsplus@gov.mt, stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 15 hours duration and consists of one Module - (including 2-hour assessment).

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

General assessment policy and procedures for this course:

The assessment will vary from one module to the other. For this module, the learner will be assessed through part written assessment and part delivery of a Presentation. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – Customer Engagement and Marketing Mix

<ul style="list-style-type: none">✓ Be responsible for safeguarding consumer rights to safety, information, choice and right to be heard✓ Carry out tasks in a way to highlight the importance of customer value and customer satisfaction✓ Ensure that green issues and the environment are taken into consideration in marketing (Government ESG)✓ Ensure compliance with the 3Ps of waste management in marketing✓ Be responsible for corporate social responsibility	<ul style="list-style-type: none">✓ Carry out tasks related to the marketing mix while incorporating the 7Ps✓ Ensure familiarity with the product life-cycle✓ Be responsible for brand marketing✓ Comply with the 6 essentials of packaging (distinction, projection, transportation costs, immediate association, characteristics)✓ Ensure familiarity with the principles of pricing objectives✓ Ensure familiarity with the AIDA Model of marketing
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Module 1 Assessment:

The learner will be assessed in two ways:

- Short presentation which will carry 40% of the total marks
- Written test which will carry 60% of the total marks

An ongoing assessment for learning by way of oral and practical exercises will take place throughout the entire unit, to assess and consolidate the learning being covered.

Trainees are required to obtain a pass mark (45%) in both the Short Presentation and the Written Assessment.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 1 ECTS points are assigned.