

DURATION, DAY, DATE AND TIME OF THE COURSE:

1 day starting on Thursday 2 February 2023, 18:00 – 20:00.

VENUE:

East Surrey College, Gatton Point, London Road, Redhill, RH1 2JX.

PRIOR KNOWLEDGE/SKILLS REQUIRED:

There are no formal entry requirements for this course. You will typically have had some business and/or marketing exposure.

COURSE DESCRIPTION:

If you are thinking of becoming self-employed, this one and a half hour session will provide you with the necessary checklist to help you plan for setting up your business, as well as ideas to help you market your business.

UNITS/TOPICS COVERED:

Setting up a Business:

- Moving from IDEA to running a business
- Writing a business plan
- Researching your target market

Marketing:

- Marketing mix tool kit – 4Ps
- How can marketing help a business?
- Targeting your market (customers)
- Overview of marketing tools available

EQUIPMENT NEEDED:

Pen and paper.

WHERE CAN IT LEAD?

We offer a number of other Business-related courses; why not browse our website for suggestions or call Client Services on 01737 788444 for further information.

COURSE FEE:

£16

If you are 19+ on 31 August 2022, the standard fee will apply unless you qualify for free tuition and this will be your first leisure course in the current academic year. Contact Client Services for advice and guidance on funding and eligibility. Please be aware that there may be additional costs for materials.

WHAT TO DO NEXT:

If you have any outstanding queries please contact our Client Services team on 01737 788444 or at clientservices@esc.ac.uk.

To apply online for this course please visit www.esc.ac.uk.

Disclaimer:

Every effort has been made to ensure that the details contained in this leaflet are up-to-date and accurate at the time of printing. However, the College reserves the right to alter or cancel courses, their content, entry requirements, fees or other details should circumstance dictate.

Should you require this leaflet in a different format please contact Client Services on 01737 788444.

