

# ibat

Institute of Business  
and Technology

One evening per week

Duration: 12 weeks

Start date: February 2021

Study mode: On campus

Fees: €1,800

## Marketing Management



Understand your competition  
to overtake them

[ibat.ie](http://ibat.ie)



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and Technology

# Marketing Management

Do you know what your customers want and need? Learn how you can improve your products and services with the marketing management module, designed to help you learn the analytical skills needed to grow your business.

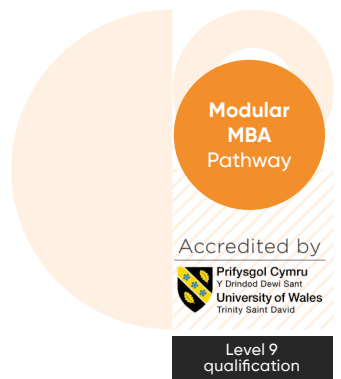
**Feed your motivation.  
Discover your potential.  
Embark on the next  
stage of your career.**

## What will I experience?

This module will be taught by our dedicated faculty, all of whom have extensive experience in marketing and teaching. As such, you will gain an insight into the marketing concept, market analysis and customer insight as well as market segmentation and target marketing.

## What will I learn?

Throughout this module, you'll develop your understanding of key marketing activities and how having an excellent strategy in place can increase leads and help you to meet your targets. You will also consider how developments in the field of marketing can impact your business and how you can utilise them to ensure your success.



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