

<b>Course Title:</b>	<b>GTI MARKETING YOUR BUSINESS COURSE</b>
<b>Course Cost:</b>	£46.80 inc vat
<b>Course Entry Requirements:</b>	None Theory only
<b>Course Type:</b>	Course is Not suitable for tablets or mobile.
<b>Assessment Day Required</b>	No
<b>Qualification awarded</b>	GTI Diploma
<b>Accredited Course</b>	Accredited with the Guild of Holistic Therapists
<b>CPD Points</b>	8 points
<b>Paying for your course:</b>	<p><b>Self Funding:</b>  <b>payable by bacs, Paypal, Invoice or via pay now button on the website</b></p> <p><b>ITA Funding</b> - This course can be funded using Individual Training Account funds – PLEASE NOTE the funds must be in place before a booking can be made. Once your ITA account is in place please contact DT Therapy School to arrange your booking. ITA funds include the required deposit but if a student cancels the course then the student is liable for the deposit and will be invoiced accordingly.</p> <p><b>This course requires payment in full before commencement.</b></p>
<b>Course Information:</b>	<p>This course has been developed for beauty and holistic therapists and nail technicians who already have their own business and are looking for effective ways to promote it. It is suitable for any beauty business owner, whether at home, mobile or in a salon.</p> <p>The course covers all the essentials of marketing the business including an evaluation of different advertising methods and a detailed explanation of the marketing mix.</p> <p>The course has been written by leading industry experts and contains voiceovers and images as well as online examinations to guarantee you get the best learning experience. All modules and examinations are completed online with full online support available. Once you have completed the course, you will receive a downloadable manual of all the information from the course</p>

**Modules to be completed :**

**The Guide to Marketing Your Business comprises eight modules which are listed below.**

- **Marketing**
- **Pricing**
- **Product**
- **Place**
- **Promotion**
- **Advertising**
- **Business Administration**
- **Support for Your Business**



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**ITA Approved Provider with Accredited Courses**