




**Business Promotion
for SME's**
Course Description

This presentation has audio, please
check your speakers/headset now.




Greetings

- Thank you for checking out this short presentation introducing the online course, "promotion for small and medium sized enterprises" that I have recently published on cpdwise.com.




Course Knowledge

- It occurred to me to put the course together when I was thinking about how to promote my own business. As I went through that process I realised I had researched lots of different ways to promote a business and in doing so had learned quite a bit.




Rationale for this course

- I felt presenting what I had learned in the form of a course, would provide others particularly entrepreneurs, business owners, managers and advisors with a variety of ideas on how to promote their own or their client's endeavours.



Course Format

- This is a one hour course. It is a whistle stop tour of business promotion, divided into sections;
 - the essentials of business promotion,
 - offline business promotion,
 - online business promotion followed by some conclusions & choice comments and
 - a short test.
- Pass the test and a certificate of completion is automatically generated for you.



Level of knowledge

- I do elaborate in a few key areas, but for the most part, there was only sufficient time to provide a general overview of each topic.

What to expect



- The course itself works, looks and feels exactly the same as this presentation does.
- I narrate the entire course and a transcript can be viewed on screen or downloaded.

Notes



- You can download the slides at any time - to follow as you go through the course or to keep for your records.

Download Slides



- To download the slides click the “attachments” button in the top right of the course window.



The Test & Certificate



- The test is a simple multiple choice affair, which when passed will generate a certificate which can be viewed or printed from your cpdwise.com account, immediately or whenever it suits.

Thank You



- Thank you for watching. I hope you consider doing the course and perhaps giving it a positive mention to others.

End

