

## Business IT Diploma with Marketing and PR

**Designed for:** Individuals who wish to gain essential office and computer skills in preparation for a career in Marketing and PR.

**Objectives:** To provide you with vital business skills to apply for your first Marketing or PR job with complete confidence.

### Course Content

#### Core Subjects

- **Computer Keyboard Skills** – Learn how to touch type accurately, using the correct keyboard technique.  
**OR**
- **Keyboard Speed Development** – Develop your typing speed to improve productivity using graded copying exercises and timed dictations. A number of stages are available, taking you up to a speed of 70 wpm.
- **Effective Business Communication** – Learn to communicate effectively in business – by letter, email, telephone and personal presentations.  
**OR**
- **Business Document Production** – Develop skills and understanding of routine and complex business documents and the conventions used in their production and presentation.
- **Microsoft Word** – Learn word processing skills to a good business standard.
- **Microsoft Word Expert** – Learn advanced word processing skills including mail merge, creating and running macros, creating an index, table of contents and more.
- **Microsoft Excel** - Learn spreadsheet skills to a good business standard.  
**OR**
- **Microsoft Excel Expert** – Learn advanced spreadsheet skills, covering areas such as importing and exporting data, creating and using templates, linking workbooks, data management, using analysis tools and pivot tables.
- **Microsoft Outlook** – Learn how to share, manage and schedule information electronically. Covers use of email, electronic calendar, scheduling meetings and appointments, creating and assigning tasks and creating address lists.
- **Microsoft Access** – Develop database skills from initial design stage to running reports and queries.
- **Microsoft PowerPoint** – Gain competency in creating slide presentations. Areas covered include formatting, inserting tables, pictures, sound and hyperlinks, and applying transition and timing effects.
- **Microsoft Publisher** – Learn desktop publishing skills using this Microsoft program. Create various publications, inserting text, pictures, frames and tables.
- **Get Into Marketing** – Learn the main principles of marketing covering subjects such as a product life cycle, pricing and promotion strategies, advertising, attending and exhibiting at Trade Shows.
- **Get into PR** – Learn the main principles of public relations, creating a company newsletter, the PR plan, press releases, crisis management and PR in relation to the internet.

**Please discuss the options with your Course Advisor**

### Benefits

- Equip you to start a new career
- The flexibility and value of a self-study course designed to enable you to work at your own pace
- Personalised workbooks to use as a reference guide on completion of your training
- The opportunity to gain a Pitman Training Diploma that is recognised nationally and internationally by employers

**Guideline Learning Time:** 6 weeks full-time\* (180 hours flexi study)\* based on 20-30 hours a week