

Promoting my Business

This course applies to business owners or managers responsible for the promotion and marketing of all facets of the business.

Course outline:

- Conducting formal negotiations
- Managing agreements and contracts
- Building and maintaining business relationships
- Internal and external business environments
- Marketing strategies and plans
- Marketing activities and evaluation
- Legal and ethical constraints

Units:

- **SITXMGT002** – Establish and conduct business relationships
- **SITXMPR007** – Develop and implement marketing strategies

Options of Training:

Online

Course Duration: You will be given 3 months to complete the course. You can work at your own pace and save your progress as you go.

- Course Cost: \$175.00 (members) or \$225.00 (non-members)

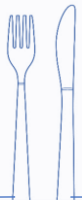
Identification and requirements for online course

You will be required to provide a photocopy of a photo ID certified by a JP.

In-house courses

Restaurant & Catering Industry Association of Australia (**TOID 6868**) can deliver the full course at your premises (minimum of 10 and maximum 15 participants) to cater to your establishment's specific needs at a time that suits you.

Contact the association on 1300 722 878 for further information or requests for in-house training.



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What will you receive?

Nationally Recognised Statement of Attainment for the following units when deemed 'competent' by the assessor:

- **SITXMGT002** – Establish and conduct business relationships
- **SITXMPR007** – Develop and implement marketing strategies

BEFORE YOU BEGIN:

Required documents for enrolment:

Online

- Course Registration Form
- Language, Literacy and Numeracy Test (LLN)
- Enrolment Form
- You will be required to provide a photocopy of a photo ID certified by a JP.

For Further Information:

For more information, contact the Association on 1300 722 878 or visit www.rca.asn.au/training

Training Policies and Procedures

Please refer to the Student Handbook in regards to the following policies and procedures:

- Legislation Policy
- Privacy Policy
- Fair Treatment and Equal Opportunities Policy
- Learning Support Services Policy
- Academic Grievance Policy and Procedure
- Qualification Issuance Policy
- Continuous Improvement Policy
- Fees & Refund Policy
- Incidents Policy and Procedure

Any complaints

Complaints can be submitted by completing the *Complaints & Appeals Form* and returning to the association by fax at 1300 722 396.