



Marketing Basics

SEHG-SM-4554 · Business · approx. 7 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering marketing basics. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 7 instructional videos — 7 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — What is Marketing?**
 - What is a Market?
 - Marketing is Not Selling
 - Understanding Customer Needs
 - Defining Your Product or Service
- **Module 3 — Common Marketing Types (I)**
 - Direct Marketing
 - Active Marketing
 - Incoming Marketing
 - Outgoing Marketing
- **Module 4 — Common Marketing Types (II)**
 - Guerrilla Marketing
 - B2B Marketing
 - B2C Marketing
 - Promotional Marketing
- **Module 5 — The Marketing Mix**
 - Product
 - Price

- Promotion
- Place
- **Module 6 — Communicating the Right Way**
 - The Marketing Pitch
 - Sell Value, Not the Price
 - Fun and Entertaining is Powerful
 - Choosing the Right Media
- **Module 7 — Customer Communications**
 - Give Your Customers a Voice
 - It's Not About You, It's About Them
 - Every Interaction Counts
 - Answer Questions Honestly
- **Module 8 — Marketing Goals**
 - Brand Switching
 - Repeat Purchases
 - Brand Loyalty
 - Inform and Educate
- **Module 9 — The Marketing Funnel**
 - Awareness
 - Interest
 - Desire
 - Action
- **Module 10 — Marketing Mistakes (I)**
 - Not Taking Social Media Seriously
 - Not Having a USP
 - Cross Cultural and International Translations
 - Not Building a Relationship
- **Module 11 — Marketing Mistakes (II)**
 - Not Having a Plan
 - Aiming at Everyone
 - Not Tracking Metrics
 - Not Listening to Your Customers
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-4554 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.