

Certificate in Marketing Practice

Aim: The course enables to learn and apply the principles of marketing, understand the functions of a marketing department and the role of marketing in everyday life.

Course Content

The Marketing Environment

Explain the role of marketing & the function of the marketing department

Identify elements in the marketing mix

Examine the effect of political, social & technological forces on a business's marketing activities

Primary & secondary research

Planning in marketing e.g. SWOT analysis, budgeting.

Product

Identify stages in new product development

Evaluate the influence of product design & packaging

Analyse the role of branding

Price

Analyse factors to consider when setting a price

Distinguish between various pricing strategies

Promotion

Identify elements of the product mix & apply to a product/service

Outline elements of a promotional budget

Role of internet in product promotion

Place

Examine the functions and types of distribution channels

Identify appropriate distribution channels for products

Assess the effect of the internet as a distribution channel.

Upon successful completion of this course learners will be awarded FETAC Certificate Level 5, component module B20017

GPA Solutions also provide FETAC accredited courses in

- Manual & Computerised Payroll
- Sage Computerised Accounts
- Quickbooks Computerised Accounts
- TAS Computerised Accounts
- Event Management
- On line training in payroll & bookkeeping

Apply to GPA Solutions

Tel : 091 562838

Email: info@gpasolutions.com



GPA Solutions is a FETAC registered provider

gpa solutions
accounts training and payroll outsourcing

Tel 091 562838

info@gpasolutions.com

www.gpasolutions.com

*FETAC accredited courses in
Taxation
eBusiness Studies
Information Technology Skills
Marketing Practice*



Certificate in Taxation

Aim: This course is designed to provide learners with a basic knowledge of the Irish Taxation System, and a practical knowledge of the working of Income Tax, and VAT.

Course Content

Administration

Gain knowledge of administration of Income Tax and VAT
Complete Income Tax forms
Complete VAT 3 and annual VAT returns
Explain the PAYE system & Self Assessment system

Income Tax & PAYE

Knowledge of Tax Credits, reliefs, deductions, cut off points & benefits in kind.
Calculate employees tax computations
Taxation of married couples
Calculate self-employed computations
Calculate Investment & Rental Income
Gain knowledge of adjusting profits and capital allowances
Tax due and payment dates
Calculate PRSI for employees and self-employed

VAT

Administration of Value Added Tax
VAT registration
Accruals & Cash Receipt basis of VAT
Treatment of bad debts

Upon successful completion of this course learners will be awarded FETAC Certificate Level 5, component module L20905.

Certificate in eBusiness Studies

Aim: This course is designed to enable learners apply the principles and practices of eBusiness to the current working environment.

Course Content

Development of eBusiness

Identify & evaluate technological components required to support eBusiness
Explain data transmission, client/server architecture & how the internet operates
Identify a range of delivery platforms

Network Security

Gain knowledge of computer & network security techniques

eBusiness Applications

Examine common generic electronic applications
Assess role of websites as a marketing tool
Assess importance of eBusiness applications in online direct sales
Examine elements of online purchasing, shipping, logistics & inventory management.

Planning for eBusiness

Source, plan, develop and expand an eBusiness strategy
Examine issues when setting up a website
Appropriate online payment mechanisms & security techniques

Impact of eBusiness

Assess the legal, social & economic impact of eBusiness

Upon successful completion of this course learners will be awarded FETAC Certificate Level 5, component module B20148

Certificate in Information Technology Skills

Aim: This course provides learners with an understanding of the computer and its environment. It provides practical experience in data entry skills, word processing, file management and the use of the internet.

Course Content

Introduction to Information Technology

Explain hardware & software terms
Identify elements of the computer system
Outline main provisions in Data Protection Act.

Introduction to Data Entry/Keyboard

Input data accurately using correct techniques
Input data at 15wpm

Introduction to Word Processing

Enter, edit, format, and enhance text.
Open, save, print & exit documents using correct procedures
Preview, proof read, spell check and make corrections to a document

Introduction to the Internet

Log onto internet, select site locations & carry out an internet searches.
Log into, download, reply, send & print emails.

Introduction to File Management

Start up & shut down a computer accurately
Copy files to another folder/ backup device
Rename, delete & move files
Create folders and locate files in sub folders

Upon successful completion of this course learners will be awarded FETAC Certificate Level 4, component module B10135