



Marketing Fundamentals

A practical marketing foundations program for schools, colleges, and workforce initiatives.

OVERVIEW

BMF Marketing Fundamentals equips learners with foundational marketing knowledge, customer insight skills, and practical exposure to CRM-supported marketing tasks. The program helps institutions prepare learners for business pathways, further study, and real-world communication roles.

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WHY INSTITUTIONS CHOOSE THIS COURSE

- Practical and career-connected curriculum
- Covers both traditional and digital marketing foundations
- Suitable for entry-level learners across academic and workforce settings

WHAT THE PROGRAM COVERS

- 1 Introduction to Marketing
- 2 Market Research
- 3 Consumer Behavior
- 4 Fundamentals of Digital Marketing
- 5 Social Media Marketing
- 6 Content Marketing
- 7 Email Marketing
- 8 The Impact of the Marketing Department on Other Company Departments

INSTRUCTIONAL APPROACH

- Slide-based reading
- Podcasts and audio lessons
- Video lessons

Students can choose the format that works best for their learning style.

LEARNING OUTCOMES

- Build a strong foundation in marketing and understand how businesses create value for customers.
- Connect marketing decisions to real business goals such as growth, loyalty, and customer satisfaction.

INSTITUTIONAL FIT / IDEAL FOR

- Trade Schools
- High Schools
- Colleges & Universities
- Workforce Development Programs
- Technical and Career Readiness Programs



DURATION

Flexible



FORMAT

Online, blended, or guided implementation



LANGUAGE

English / Spanish



CERTIFICATE

BMF Certificate of Achievement



LEVEL

Entry Level

Equip learners with practical marketing knowledge

Ask about implementation, customization, and multi-format delivery.