

Pitman Training Business IT Diploma with Marketing and PR



Core Subjects

Computer Keyboard Skills

Learn how to touch type accurately to between 15-20 wpm using the correct keyboard technique. This may help to reduce the risk of RSI. (Repetitive Strain Injury). This course may be taken online or at the centre.

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 to up to a speed of 70 wpm.

Effective Business Communication

Learn how to communicate effectively in business, by letter, email, telephone and by presentation. This course covers the correct use of grammar, punctuation, principles of letter writing and CV writing.

OR

Business Document Production

Develop skills and understanding of routine and complex business documents and the conventions used in their production and presentation.

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.

Microsoft Access

Develop database skills from initial design stage. Covers the creation of tables, reports, queries and forms, relationships, wizards and more.

Microsoft Excel Proficient

Learn spreadsheets to a good business standard. This course will enable you to create a spreadsheet, enter data, use formulas and functions, create charts and much more.

OR

Microsoft Excel Expert

Learn advanced spreadsheet skills, covering such areas 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. This course covers the use of email, electronic calendars, scheduling meetings and appointments, creating and assigning tasks, creating address lists.

Microsoft Publisher

Learn desk top publishing skills to create various publications, inserting text, pictures, frames and tables.

Microsoft Word Proficient

Learn word processing skills to a good business standard. This will enable you to create professional looking documents, produce tables, insert pictures and much more.

Microsoft Word Expert

Learn advanced word processing skills including mail merge, creating graphs, creating and running macros, creating an index, table of contents and more.

Guideline Learning Time

6 weeks full time or 180 hours flexi study

