



## Introduction to Leadership with Marketing Principles

Learn the skills that will enable you to succeed in your leadership role and how to get the best possible performance from yourself and others.

You'll explore a variety of alternative styles and learn to use them to get the best solutions in a variety of work situations.

Understand the difference between Leadership and Management and why leadership is important within own team.

Explore leadership styles and Identify own leadership style and its potential impact on your team's performance

If you are new to marketing or you want to update your knowledge, this one-day course will give you a clear understanding of key digital marketing channels, the underlying principles for using them effectively and advice on planning and executing campaigns

Leading your work team - accredited ILM Level 2 Unit

### Key facts

**Course title:**  
Introduction to Leadership with Marketing Principles

**Location:**  
Cornwall College Camborne

**Start date:**  
TBC

**Course length:**  
2 day course

### Choose from these course options

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Introduction to Leadership with Marketing Principles	Cornwall College Camborne	TBC	2 day course