

V2G04 - MARKETING AND STUDENT INFORMATION

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COURSE INFORMATION

Our *Marketing and Student Information* module covers the range of important considerations that need to be taken into account when providing students with information about training products.

An RTO must ensure that the information that they use to market their training products is accurate and not misleading. The RTO's scope of registration, information specifics (like RTO code for example), NRT logo conditions of use, permissions required for marketing services provided by other parties, and quite simply the way in which messages and information are presented, are all critical factors that will inform both materials and practice.

TOPICS COVERED

- What the Standards say about the application of marketing
- RTO considerations and obligations to learners
- Using the NRT Logo and abiding by its conditions of use
- Third-party marketing considerations and issues
- Best strategies and practices for marketing reviews

The flexibility offered by Velg2Go enables you the personalised option of choosing your own pace... You can revisit the learning material over the entire course period or tackle all the content at once – ultimately, how you Velg2Go is your choice.



Course Access:
1 June
Online | Velg2Go Platform



Registration Closes: 23 June
Course Access Concludes: 30 June
90 Minute Module



Member: \$90
Non-member: \$129
(incl. GST)



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All fees stated are inclusive of GST