

Programme Overview Document

Thematic Module 3 - Sales and Marketing

Tender Applications Close: 29th September 2023

This role is funded by the UK government through the UK Shared Prosperity Fund.

Programme Information	
Title of Programme	Thematic Module 3 - Sales and Marketing
Length of Programme	5 Weeks
Programme Description	<p>We have recently secured a UK Shared Prosperity Fund Grant to support businesses run by black & minoritised ethnic communities, people from diverse socioeconomic backgrounds, & women to scale.</p> <p>As part of this we are to deliver a 5-week cohort-based Thematic Module covering the Sales and Marketing aspects of scaling a business. The Thematic Module should include workshop-style sessions to support established businesses grow their product, brand and marketing in order to grow their business.</p>
Curriculum	<p>The curriculum for this Thematic Module on Sales & Marketing may include:</p> <ul style="list-style-type: none"> • Establishing your business model • Customer discovery • Product development • Building a brand • Marketing for growth
Learning Outcomes	<ul style="list-style-type: none"> • Gain an understanding of advanced marketing strategies to increase revenue • Gain an understanding of traction in marketing and how to target the right customers • Gain an understanding of funnels and Lead Magnets
Contact Hours (per week)	2 hours per week → 10 hours in total for the Thematic Module (at 2 hours per week x 5 weeks)
Programme Budget	£2,500 for delivery of the Thematic Module
Targets / Outputs	

Target Audience	<ul style="list-style-type: none"> • Business owners who are London based • Businesses owners who identity as Black or from minoritised ethnic communities, as from diverse socioeconomic backgrounds, and/or as women • Owners of established businesses - which have been registered for 18+ months, have a turnover of £50,000+ and at least 2 members of staff • Businesses looking to scale their existing operations • Businesses looking to develop and expand an existing marketing strategy for growth
Target number of beneficiaries to start programme	10 businesses
Target number of beneficiaries at programme completion	8 businesses
Key Dates	
Tender Applications Close:	29th September 2023
Programme Start:	w/c 8th January 2024
Programme End:	w/c 5th February 2024
How to Apply	
<p>Please complete the Typeform application for Delivery Partners, via this Typeform link here.</p> <p>When completing the form, please select “Thematic Module - Sales and Marketing” under Question 9 “Which OneTech programme are you applying to be a delivery partner for?”.</p> <p>Please complete the Typeform by 29th September 2023.</p>	