

2.4 DOCUMENTS

In addition to helping you locate textbook material, we also provide various website references. This modular structure affords you more flexibility in the use of your time.

Document sections :




TABLE OF CONTENTS	
1.	Learning objectives
2.	Process and Pacing
3.	Introduction
4.	Subject
5.	Questionnaire for self-evaluation
6.	References
7.	Appendix

Module 8 is especially intended for analysing, originating, and using this information in a marketing context in various business environments.

All modules are basically organised in the same way. Information, exercises and tools are intended to promote the acquisition of necessary know-how for your activities as a representative in the shortest time possible.

An outline of each module follows. The subject matter outlines the main points of this industry by sector of activity.