

INTERMEDIATE MARKETING COURSE

This course is for Micro company members who have a basic knowledge of marketing principles.

The Course covers:

1. Marketing Research
 2. Product Positioning
 3. Routes to Market
 4. Campaign Planning
 5. Multiple Campaigns [Project Management]
 6. Product Management
 7. Branding & Brand Management
 8. Above & Below the Line Communications
 9. Internal Communications
 10. Feed-back [Voice of Customer]
 11. Return on Investment Management
 12. Team Members
- Optional:
13. Integration with Corporate Strategy

Outcomes:

What the delegates will learn:

1. How to understand the market landscape
 2. How to promote product within a competitive market
 3. How to identify buyers
 4. How to plan a campaign
 5. How to control simultaneous campaigns
 6. The meaning and importance of "Brand"
 7. How to brief agencies
 8. How to ensure successful campaigns
 9. How to measure success
 10. How to deploy resources
- Optional:
11. How to shine within an international corporate environment

This is a 2½-day course with group work, activity and participation. It covers the elements of marketing a **business-to-business** product (or service).

Cost: £400 per delegate

To book this course for your sales or management team contact:

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