

# Marketing Management

## COURSE DESCRIPTION

This course is designed to provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to develop advertising campaign strategies, create and refine advertisements, select advertising media, prepare budgets and implement and manage advertising campaigns.

## COURSE OBJECTIVES

- Brief overview of Marketing, specifically Promotion, and Advertising's role within Marketing
- Introduce Advertising, its key components, key players and their roles, and the different types of Advertising
- Communication as a key factor in Advertising Effectiveness, and An examination of what "Effective Advertising" really is
- A thorough look into the Consumer Audience including: cultural and social influences, psychological influences, behavioral characteristics, the consumer decision process, and Segmentation & Targeting
- Dissecting an Integrated Marketing Communications plan (or advertising plan), a look into various methods of Budgeting, and Account Planning
- Analysis of the various types of media: Print and Out-of-Home Media, Broadcast Media, and Interactive and Alternative Media
- A look into Media Planning and Buying
- Discussing Creative Message Strategy approaches
- An overview of Design and Production

## METHODOLOGY

Class will consist of lectures, discussions, presentations, case studies, exercises, tutorials and project reviews. A case oriented approach is used to achieve a quick implementation of the topics taught and to get a feeling for the problems which might arise while working in the field of advertising and promotion.

## WHO SHOULD ATTEND

This training is dedicated to those who work in marketing departments and/or are interested in learning the basics of advertising.

## TRAINING DURATION

Marketing Management is a 40-hour training program. Candidates are given the studying materials throughout the course.

### **TRAINING COST**

The cost of this training is 380 € per participant. Price includes training and studying materials.

### **CLASS PLAN FOR ACADEMIC YEAR 09/10**

<b>Course</b>	<b>Schedule</b>	<b>Start Date</b>	<b>End Date</b>	<b>Week Days</b>
Marketing Management	09:00-17:00	24-Oct-09	14-Nov-09	Saturdays