

alfran uk Limited

developing international markets

ROUTES TO MARKET & MARKETING COMMUNICATIONS

Marketing communication is made up of a wide range of different elements. It is through this training session that you will be encouraged to identify these different elements and explore them in more detail. This will be done in a practical manner by developing areas of interest, whether this is a web site design, direct marketing, PR or a range of other specialist areas. Also you will learn to critically analyze techniques utilized in marketing communications in terms of the use of branding, copy, colour, words and sensory appeal.

This three day interactive workshop on 'Routes to Market & Marketing Communications' covers all aspects using a combination of formal presentations, syndicate exercises and group discussions.

Who should attend?

- People with responsibilities for marketing and communications or entering new markets and need a more detailed knowledge and/or an overview of the whole procedure

Objectives

- To learn the important marketing and communications skills and techniques
- To gain practical experience of applying these main techniques
- To provide a balanced vision of maximising the opportunities whilst minimising the risks when undertaking marketing ventures

AN INTRODUCTION TO MARKETING COMMUNICATIONS	<ul style="list-style-type: none"> • Market research & sources of information • Market Analysis • Market selection criteria • Assessing potential markets
FORMAT FOR A MARKETING PLAN	<ul style="list-style-type: none"> • Benefits of good planning practice • Overall plan, structure and sequence • Importance of each element
INTRODUCING THE 4 P's IDENTIFYING YOUR TARGET AUDIENCE	<ul style="list-style-type: none"> • The Marketing Mix • Product • Price • Promotion • Place • Who is your target audience
SWOT & PEST	<ul style="list-style-type: none"> • Identifying strengths and weaknesses of the organisation • Identifying political, social, economic and technological issues affecting the market place •
CULTURAL ISSUES	<ul style="list-style-type: none"> • Differences in culture and reasons for them • Examples of cross-cultural misunderstandings • Preparation before making/receiving a visit • Developing the relationship
PREPARING A MARKETING PLAN	<ul style="list-style-type: none"> • Outlining all the relevant points when trying to prepare a marketing plan • Using all knowledge gained from session and writing a strategic market plan
PR	<ul style="list-style-type: none"> • Background to PR and how to effectively use the media

BRANDING	<ul style="list-style-type: none"> • Importance of having an Identity • What's your company's USP
MARKETING COLLATERAL	<ul style="list-style-type: none"> • What tools and methods can be used to promote your product and service to your target audience
MEETING DEADLINES	<ul style="list-style-type: none"> • Project's network diagram • Developing your schedule • Estimating activity duration • Displaying your schedule
PREPARING A BUDGET	<ul style="list-style-type: none"> • Planning for non-personnel resources • Project costs and budgets • Developing your project budget