

Marketing Communications

AN INTENSIVE AND HIGHLY PRACTICAL
— 3 DAY COURSE —

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

– Seth Godin

“It covers all aspects of Marketing Communications and improves my knowledge in this sector.”

*- Mohammed Sarhan,
Bayer Healthcare*

To enquire about the date of the next public course:

Email Us: info@ismdubai.com

Call Us: 04 4573814



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ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

Marketing Communications Introduction

The world of Marketing Communications is exciting, sometimes predictable but always challenging and evolving. We constantly have to find new ways of communicating effectively with our markets even more cost effectively. The development of long term customer relationships are critical to marketing success and the focal point of a lot of marketing communication; with increasing emphasis on adding value.

This means that the jigsaw of marketing communications should be planned, coherent, integrated and consistent.

Purpose of this course

The purpose of this course is to develop an understanding of the individual elements of the marketing communication mix and how these may be managed as an integrated programme to implement and support the marketing strategy.

The course will allow you to develop effective, integrated marketing communications strategies and plans that enable customers to identify with brands, products /services and organisations.

"With wider knowledge of what Marketing Communications is all about, I have bettered myself."

- Liliana Inker, LXE

On successful completion of the course delegates will be able to:

- Know how marketing communications work.
- Recognise how to achieve integrated marketing communications (IMC).
- Know how develop an integrated marketing communications strategy and plan.
- Recognise how corporate identity, branding and marketing communications are linked.
- Learn how to manage external agencies.
- Know how to determine promotional spend.

Key areas covered

01 ▶ Understanding how marketing communications works.

02 ▶ How customers process information and take decisions.

03 ▶ Marketing relationships and communications.

04 ▶ The value and concept of Relationship marketing and communication.

05 ▶ Marketing communication strategies and planning.

06 ▶ Determining and positioning of communication objectives.

07 ▶ Benefits of branding and its role in marketing communications.

08 ▶ Branding portfolio management, brand equity and online branding.

09 ▶ Corporate identity, reputation and branding.

10 ▶ Dimensions and elements of a corporate identity.

11 ▶ The Marketing Mix: effectiveness and application.

12 ▶ Advertising, Media planning, sales promotion, public relations, and more.

**“Always
Deliver
More
Than
Expected.”**
- Larry Page

Training Method

The programme will be designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with complete sets of workbooks, handouts and post course references.

Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



Course Leader : Bill Levell

*"Very specific, made easy,
lots of practical examples,
excellent trainer.*

Overall very, very good!"

- Zayani Motors

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.). Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation, he has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 15 years.

COURSE REGISTRATION FORM

Marketing Communications



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Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

01 CHOOSE YOUR PACKAGE

1 Delegate: 6,800 Dhs

2 Delegate: 12,920 Dhs 5% Discount

3 Delegate: 18,360 Dhs 10% Discount

4 Delegate: 23,120 Dhs 15% Discount

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

04 INVOICE CONTACT AND PAYMENT - If different from above

Note: Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999
to receive your confirmation and delegate pack.



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