



ISM
ISM TRAINING

Marketing Communications

An **intensive** and highly practical 3 day training course

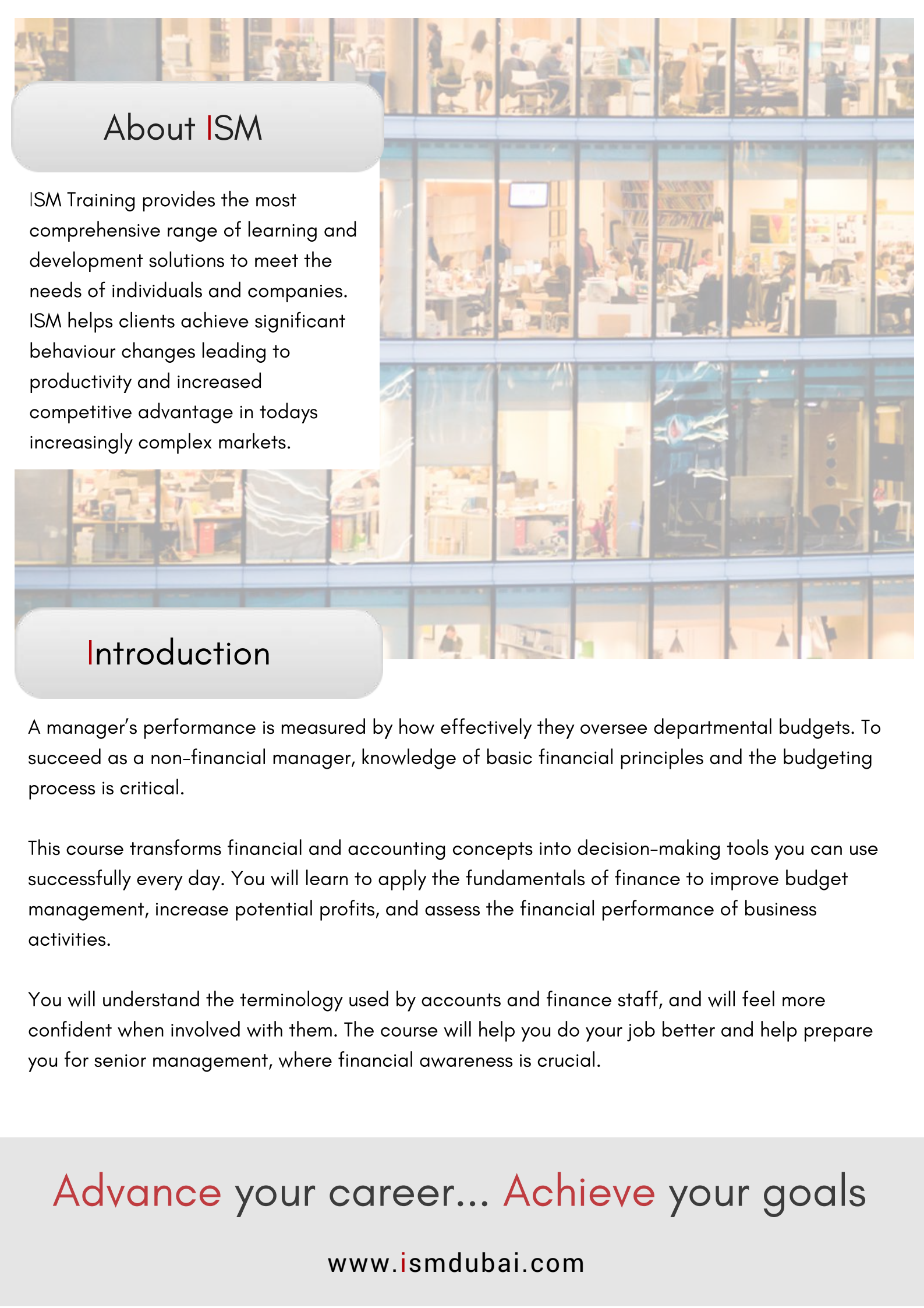
"This course was great, we practiced what we learnt immediately"

Sultan Al Shamsi



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About ISM

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

Introduction

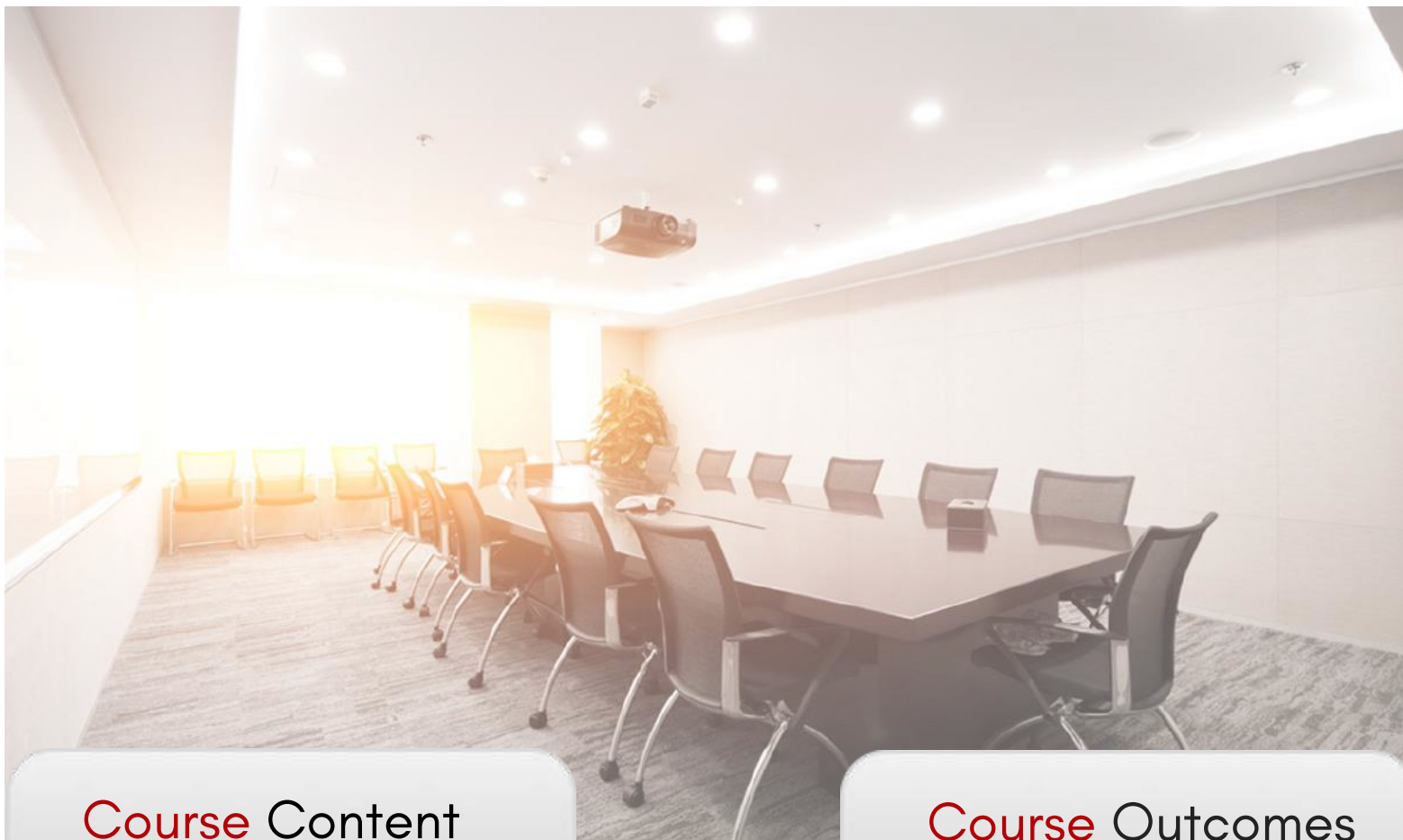
The world of marketing communications is exciting, sometimes unpredictable - always challenging and evolving. We constantly have to find new ways of communicating effectively with our markets even more cost effectively. The development of long term customer relationships are critical to marketing success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

The elements of the promotional mix - branding, companies, communications, employees, product performance, competitive activities - all influence the customer. Corporate branding is an integral part of communication and how customers perceive corporate values.

This means that the jigsaw of marketing communications should be planned, coherent, integrated and consistent. This course will enable you to develop effective, integrated marketing communications strategies and plans that enable customers to identify with brands, products/services and organisations.

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Course Content

- Understanding how marketing communications work
- Marketing relationships and communications
- Strategies & Planning
- Objectives and Positioning
- Branding and the role of marketing communications
- Corporate identity, reputation and branding
- The Marketing Mix - effectiveness and application

Course Outcomes

- Know how to achieve Integrated Marketing Communications (IMC)
- Know how develop an IMC 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
- Learn how to develop creative media work and outline media plan

"It is always a good idea to take these intensive courses to further your career. This is my third course with ISM"

Maya Kerbage

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Who should attend?

This course is for individuals who pilot the development of advertising and communications activities in their firms, including those who work through external advertising agencies or internal advertising departments.

Training Methods

By all means, bring your pencil case, and yes, there will be handouts, but there will be a lot more discourse, debate, improvisation, role play, technology, practice and group dynamics. The training will be conducted in a friendly, fun atmosphere, which not only allows for different learning styles, but respects each delegate as an individual and ensures each one is challenged and derives maximum benefit from the course. Our aim is that you will be highly stimulated and encouraged to rethink.

Contact Us

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