



THE INSTITUTE OF  
SALES & MARKETING

# Marketing Communications

December 8th & 9th 2010 in Dubai, UAE.



## 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 and not the only brands and companies communicate; 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

On successful completion of the course delegates will:

- Recognise how marketing communications work
- Know 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
- Learn how to develop creative media work and outline media plan



## **Understanding how marketing communications work**

- How customers process information
- Customer decision making
- The role of marketing communications

## **Marketing relationships and communications**

- The value concept
- Relationship marketing
- Building marketing relationships
- The role of marketing communications in relationships

## **Strategies & Planning**

- Integrated marketing communications
- Marketing communications strategies
- Segmentation
- 3P's of Marketing Communications Strategy
- Internet strategies
- Developing the marketing communications plan
- The framework for marketing communications planning

## **Objectives and Positioning**

- Determining communications objectives
- Positioning – concept and management
- Positioning strategies



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### **Branding and the role of marketing communications**

- Benefits of branding
- Branding portfolio management
- The strategic role of branding
- The role of marketing communications
- Business to business branding
- Online branding
- Brand equity

### **Corporate identity, reputation and branding**

- Corporate identity or corporate branding
- Dimensions of corporate image
- Elements of corporate identity
- Corporate identity/image strategy

### **The Marketing Mix – effectiveness and application**

- Advertising and strategy
- Messages and creative approaches
- Traditional and online media
- Media planning
- Sales promotion
- The strategic use of sales promotion
- Methods of Sales promotions
- Public relations
- Sponsorship
- Direct Marketing
- Personal selling
- Exhibitions, product placement, field marketing and packaging



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## BILL LEVELL ~ COURSE DIRECTOR



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 20 years

### **Additional Information:**

Whilst the foregoing information is pertinent, his current experience in running and managing businesses for clients, training and advising their people is much more relevant.

His reputation is founded on a combination of very practical experience and visionary thinking outside of current business boundaries and spanning many markets and industries. He has experience in assisting with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.



# THE INSTITUTE OF SALES & MARKETING

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To: **Simon Parker**  
Company: **ISM Training**  
Fax Number: **04 345 3356**

## Marketing Communications – A Three Day Intensive Training Course.

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of Sales and Marketing employees for which you are in charge:
No. of years experience in Sales/Marketing role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number)

Currency is UAE Dirhams.

**Individual 4,96 0 Dhs**

**Group (More than one) 4,560 Dhs**

Name/position invoice should be addressed to: .....

**Please Fax back the completed Form to + 971 (0) 4 345 3356**  
**We will send you confirmation of your booking and further details.**  
**Thankyou.**