



Duration: 1 Day
Course Code: SSS02

Course Description:

This course will provide an introduction to Advertising & Promotion as part of the Marketing Mix and enable delegates to review current strategy. This workshop is designed to provide solutions for developing cost effective advertising campaigns that really do work.

Who Should Attend Publicity And Marketing Training?

- Those who are new to marketing and publicity and need to establish the relevant audience and attract their attention.

Benefits From Attending The Training:

- Know about the 5 stages to creating successful publicity
- Discover 3 things to get right in order to have impact
- Learn about positioning
- Be able to pick a style that works

Course Contents:

- Setting objectives
- Who are your target audience
- What to say and how to say it
- Creating a headline
- A. I. D. A.
- The difference between a feature and benefit and which one motivates.
- Positioning
- Image
- What are the key elements of the marketing mix?
- What we mean by product positioning.
- Identify effective communication channels.

Related Courses:

- Managing Key Accounts | Duration: 1 day | Code: SSS05
- Interpersonal Effectiveness | Duration: 1 day | Code: SSG18
- Microsoft Publisher | Duration: 1 day | Codes: ITG01 | ITG02

***BESPOKE COURSE | Course Duration, Level & Duration: Depends On Content & Individuals**

