



Marketing Communications



Marketing Communications Course

This 2 day training course is designed for people with responsibility for the marketing of their company / organisation but do not have any significant training or extensive expertise in marketing. Learning Outcomes

During Day 1 of the Marketing Communications Training Course we will be evaluating your business to identify the key opportunities, setting targets and identifying the on-line and off-line techniques and channels you can use to market your organisation.

In Day 2 we will work together to develop a marketing communications strategy and action plan.

This training course is run in a workshop format. We will discuss and evaluate your current marketing activities and try to identify ways in which you can be more successful in your marketing.

Suitability - Who should attend?

This course is designed for anyone in a business or organisation who wants to develop their understanding of effective marketing communications.

Price and Venues

Manchester: £550 + VAT

Group Booking Discounts

Two delegates total cost £900 + vat

Three delegates total cost £1250 + vat

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

COURSE OUTLINE

Day 1:

- Introduction
- Evaluating/setting your business objectives
- Evaluating your brands and unique selling points
- Identifying the key market opportunities
- Creating your marketing communications objectives
- Identifying the best marketing techniques for you to use

Day 2:

- Evaluation of the best communication channels / tools to use
- Building a Marketing Communications Strategy

Timing: 9.30 to 4.30 (Lunch 45 minutes)



No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

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