



How to book

Tel: 0161 226 6032

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Marketing Communications



Course: Marketing Communications

Size: 6 delegates max

Duration: 2 days

Price: £490 per person

Creating a Marketing Communications Strategy

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.

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.

Marketing Communications Strategy: 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:

Building a Marketing Communications Strategy

Organisation Specific Courses

If you are looking for advice on your existing or future Marketing Communications strategy, Martin provides bespoke courses / consultations, tailor made to your organisation. These are available from £690 and can be run at Manchester Science Park or a location of your choosing.

Why Choose M Training's Marketing Communications Strategy Course?

- Run by Martin Woodfield, an experienced marketer with over 25 years experience in developing Marketing Communications strategies for companies. Martin is a Fellow of the Chartered Institute of Marketing and has worked with major multinationals to one-man start ups.
- This course is limited to 6 places so you are guaranteed individual support throughout the course
- Only £490 per delegate
- Convenient location at Manchester Science Park or in Leeds, Liverpool or Coventry
- Course notes and support material
- 3 months online support
- Lunch & refreshments provided
- Certificate of achievement

For one to one, or group courses, please contact martin@mtraining.co.uk

Book online at www.mtraining.co.uk

