

ADVERTISING AND PROMOTIONAL CAMPAIGN PLANNING

OVERVIEW



This programme will assist participants to learn the importance of advertising and promotional campaign planning by understanding its role in the context of Marketing. As it is important to develop new products, services, and ideas through proper planning and management, it is also essential to know how to reach the desired audiences and prospects effectively with the right message. This will ensure action by purchasers and profits for the organization.

OBJECTIVES

- Understand the importance of Advertising and Promotional Planning in Marketing
- To put into action an effective Advertising and Promotional Plan

WHO SHOULD ATTEND

- Marketing Executives and Managers
- Those who wanting to set up new businesses

WORKSHOP OUTLINE

- Module 1: Assess Marketing Communication Opportunities
- Module 2: What Communication Channels Will Be Used?
- Module 3: Determine Objectives
- Module 4: Determine the Promotion Mix
- Module 5: Develop the Promotional Message
- Module 6: Develop the Promotion Budget
- Module 7: Determine Campaign Effectiveness



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