

ADVERTISING AND PROMOTIONAL CAMPAIGN PLANNING

SEGMENT – SALES & MARKETING



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

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.

Get In Touch!

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Objectives

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