

workshops

accelerated Promotion Planning: The Fundamentals

Enter the world of promotion marketing and learn why promotion is a vital marketing communication tool. Our one-day seminar trains marketing professionals on the fundamentals of promotion marketing including terminology, planning principles, promotion tactics, and promotion vehicles. Participants gain vivid insight of the promotion marketing process through hands-on exercises and open discussion of real-world scenarios.

Who Should Attend:

- Promotion Coordinators/ Assistants/ Asst. Managers
- Brand/Product Assistants/Asst. Managers
- Regional Marketing Assistants/Asst. Managers
- Agency Account Coordinators/Asst. Acct. Execs/
Acct. Execs or Junior Creative Personnel
- Industry Sales/Client Service Coordinators

You Will Be Able To:

- Gain an understanding of promotion marketing terminology
- Recognize the role of promotion in the marketing mix
- Get exposed to a proven promotion planning process
- Understand the importance of information gathering and key learning development in the planning process
- Learn how to develop clear and measurable promotion objectives and strategies
- Obtain strategic insight into commonly used promotion tactics and their pros and cons