

workshop agenda

accelerated Promotion Planning: **Masters Challenge**

Course Introduction

Proven Process for Strategic Consumer Promotion Planning

- Business Objectives
- Marketing Objectives & Strategies
(11 Marketing Communication Tools)
- Role of Promotion/Product Life Cycle
- Promotion Objectives and Strategies
- Promotion Tactics

“Master the Concepts”

- Concept Application Exercise

Foundations for Success - What You Really Need to Know!

- Top 20 Things to Know About Your/Client’s Brand

The Power of Key Learning

De-Mystifying Business, Marketing and Promotion Objectives

Writing S.M.A.R.T. Promotion Objectives & Strategies

Linking Tactics to Objectives & Strategies

Promotion Efficiency vs. Promotion Effectiveness

Criteria for Best-In-Class Promotion

Course Wrap-Up

- Seminar Evaluation