



Institute for Capacity Development (ICD)

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Strategic Marketing Communications and Business Development

Course Objectives

On completion of the course, participants should be able to:

- Understand and apply the process of a marketing audit to assess an organisation's marketing strategies and systems
- Develop a marketing plan (at organisational or individual product level).
- Develop and apply their marketing skills for long-term sustainability of business organisations
- Broaden the range of clients for both small and large enterprises
- Develop strategies that lead to competitive advantages for business organisations
- Formulate effective brand strategies to build and manage brand equity
- Enhance communication and group management skills

Target Groups

- Executive Directors
- Marketing Executives
- Communication Officers
- Public Relations Officers
- Senior managers in NGO's
- Credit unions,
- Banks and other Financial Institutions
- Donor Agencies
- Entrepreneurs
- Microfinance Institutions

Course Outline

- General Management Principles and Skills
- Strategic Marketing Management in Business Organisations
- Developing/refining marketing programmes
- Market Analysis
- Advertising and the Marketing Process
- Telemarketing & Relationship Marketing
- Direct & Database Marketing
- Customer Relationship Management

- Communication process and models
- PEST and SWOT Analysis
- Corporate Brand Strategy
- Brand Development and Positioning
- Marketing communications, brand positioning and brand equity
- Brand Equity Pyramid
- Brand Communication Plan
- Measuring Return on Brand Investment
- Legal and ethical issues in marketing communications
- Integrated Communication Strategy
- Social marketing campaigns
- Managing diversity in communications
- Contemporary issues in marketing communications
- Action Planning

Dates: 07th – 18th August 2017

Duration: 2 Weeks

Tuition Fee: US\$2850

Venue: Pretoria, RSA