



Just Enterprise Business Development Workshop: Marketing Communications: Paisley

This half-day workshop focuses on marketing communications (promotion) as a key element of the 'marketing mix'. It explores the fit and contribution of marketing communications to overall business strategy, introduces a generic marketing communication process, describes the key components of a marketing communications strategy, and considers a range of communication tools and techniques available to marketers. The workshop will be a combination of presentation, discussion and small-group activity. Presentation slides will be made available electronically in the week following the session.

- Who should Attend?** Those who are responsible for marketing and promotional activities, as part of a wider role, but do not have specialist knowledge in this field.
- Learning Outcomes**
- Recognise the link between business, marketing and marketing communications strategy
 - Understand how the marketing communication process is the link between how customers buy and how organisations sell
 - Apply a framework for producing a marketing communications strategy
 - Recognise the value of a range of marketing communication tools and techniques
- When & Where** Tuesday 6th November (9.30am to 1.00pm) – Abercorn Conference Centre, Paisley Campus, West College Scotland, Renfrew Road, Paisley, PA3 4DR
- Cost** Free of charge for members/staff of third sector organisations
- How to Book** Click [here](#) to complete the on-line registration form. Places are limited and are offered on a first come, first served basis so please book early to guarantee your place.

Just Enterprise is a Scottish Government funded programme specifically designed to assist the growth of Scotland's third sector. Visit www.justenterprise.org or telephone 0141 425 2939 for details of the full range of support available.



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