



justenterprise

Just Enterprise Business Development Workshop: Marketing Communications: Hamilton

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 Thursday 16th November 2017 (9.30am to 1.00pm) – Almada Room, VASLan, 155 Montrose Crescent, Hamilton, ML3 6LQ

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.