



justenterprise

Just Enterprise Business Development Workshop: Marketing Communications: Glasgow

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:

Wednesday 28th March 2018 (9.30am to 1.00pm)
The Spark, 1st Floor, 72 Waterloo Street, Glasgow, G2 7DA

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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