

# Advanced Marketing

Experienced marketers or those who have completed Marketing Essentials (or equivalent) will benefit from a detailed consideration and "how to" for the key marketing tools of PR, promotions, advertising and business development. Explore the latest marketing trends – including digital, on line and consumer marketing; and effective use of marketing funds, including return on marketing investment. Develop better strategic marketing skills and become more market orientated.

## What you'll learn to do in this course

We will use a range of case studies from Australia and overseas, as well as a combination of lecture, group discussion and practical activities based on your own workplace. You will learn to:

- Understand latest marketing trends
- Apply your understanding of key marketing
- Take a more strategic approach to your marketing
- Get a better return on marketing investment
- use your marketing funds efficiently

## Topics you'll cover

- A brief review of the marketing basics and thinking strategically,
- Focus on online marketing, including templates and tips to make the most of digital marketing opportunities
- Focus on pr, including essentials to gain pr exposure and generate your own pr
- Focus on promotions, from simple sales based consumer promotions to sophisticated experiential or strategic campaigns
- Focus on advertising, including how to get the most from your above and below the line advertising spend
- Focus on business development and identifying attractive sources of new business.
- Review of the latest marketing trends and marketing thinking, including changes in consumer behaviour
- Effective use of marketing funds: getting the most from your marketing dollar, getting to grips with the financials and options for measuring return on marketing investment.

“think  
learn?  
succeed”

“Smart training for clever people”

## What others have said about the course...

“It was fantastic. Great amount of  
knowledge. I felt inspired all day”



**Book your training NOW**

**Call Eleanor Shakiba on 0433 126 841**

**Download course information at  
[www.thinklearnsucceed.com.au](http://www.thinklearnsucceed.com.au)**