

Management Development Program > Short Course

Marketing for Managers

*"Well presented,
nicely paced and
easily understood,
with a great use of
real-life scenarios."*

2007 feedback

Venue

Executive Education Unit

The University of Adelaide
7th Floor
10 Pulteney Street
Adelaide

Date

Tues 2 - Wed 3 June, 2009

Time

9am - 5pm
(Light lunches provided)

Cost

\$1,250 per person GST-free
(Group and Earlybird
discounts available)

Customisation

This program can be
tailored to meet the needs
of your organisation.

Using marketing principles to gain a competitive advantage

Perhaps the most elementary of commercial truths is that every business, from modest, one-person operations right through to giant multinationals, must satisfy their customers' wants and needs.

Those wants and needs are in a constant state of change. So too is the technology available to you, and indeed your entire competitive environment. And all of this, of course, is largely beyond your control.

Good marketing seeks to create an organisation that is externally focused and internally aligned; continually and accurately assessing what is happening around it and proactively responding to generate competitive advantage.

This two-day Management Development Program (MDP) will help you develop the vital marketing planning skills to achieve this goal.

Stimulating, interactive learning

This program will provide you with a stimulating, hands-on learning experience, imparting valuable skills and knowledge with immediate application.

The presenter will employ a highly interactive teaching style designed to involve each participant and reinforce key concepts. Sessions may include lectures, video presentations, class exercises, team-based activities and discussions of genuine case studies from around the world.

The learning environment will be supportive at all times and you will be given ample opportunity to contribute your own ideas and experience.

A proven planning network

Using real examples and cases to provide you with ideas you can apply immediately, this program will equip you with the required skills, knowledge and confidence to develop highly effective marketing strategies.

Topics will include:

Day 1

- Introduction to marketing: history, language, principles and ideas.
- Understanding the marketing planning framework.
- Why intelligence gathering is crucial.

Day 2

- The strengths and limitations of market research.
- Market research you can conduct yourself with confidence.
- Segmenting, targeting and positioning.
- Building effective marketing strategies.

Individual mentoring included

To help you make the critical transition from theory to practice the program fee includes two hours of individual mentoring.

Following the program, presenter Una Spiers will be available at the Executive Education Unit to meet with you (and your colleagues if you choose) to personally help you maximise the effectiveness of your next marketing plan.

This mentoring opportunity must be taken up at a mutually convenient time within three months of the program.

Who should attend?

This program is designed for all individuals requiring a broad understanding of the fundamental principles of marketing. It is particularly suitable for Managers, Team Leaders and professionals who are, or may become, responsible for some aspect of marketing within an organisation that operates in a competitive market.

The program assumes no prior knowledge of marketing and will appeal equally to both the private and not-for-profit sectors.

Contact

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f: (08) 8303 6140

amanda.bramwell@adelaide.edu.au

www.adelaide.edu.au/professions/execed

Life Impact The University of Adelaide

Group discounts

The fee for one or two participants is \$1,250 per person. For bookings of three, however, a discounted total fee of \$3,187 is offered – a reduction of 15% per person. And for five, a total fee of \$5,000 is offered – a reduction of 20% per person.

Earlybird discount

For registrations **with payment** received no later than 28 days prior to commencement of the program, a discount of 10% applies as per the following table:

	1 person	3 people	5 people
Earlybird Fee	\$1,125	\$2,868	\$4,500
Earlybird Saving	\$125	\$319	\$500
Standard Group Fee	\$1,250	\$3,187	\$5,000

Please note that this program is GST-free.

For more information on this or any other MDP Short Course, call Amanda Bramwell on (08) 8303 3268 or e-mail amanda.bramwell@adelaide.edu.au

Cancellations and deferrals

If written notification of cancellation or deferral is received no less than three weeks prior to the program start date, the full fee will be refunded. If notification is received between four days and three weeks prior to the program start date, a 25% fee will apply. If notification is received less than four working days prior to the program start date, the full fee will be forfeited.

If the intended participant is unable to attend, a suitable substitute will be accepted right up to the morning of the program with no financial penalty.

Accommodation (optional)

While this program is non-residential, a number of nearby hotels do offer accommodation at special rates for MDP participants should you require it. Please contact Amanda Bramwell through the channels listed below should you require any further information.

The presenter

Una Spiers
GradDipMgt (UniSA),
MBA (Adel)



Una teaches Marketing Management in the Business School's MBA programs in Adelaide and Hong Kong.

Una also has extensive experience in a number of senior marketing positions in service organisations. This has honed her expertise in a wide range of marketing disciplines, including public relations, advertising, telemarketing, sponsorships, market research, new product development and product launches.

"Una was great ...clear, concise, approachable and confidence inspiring."

2007 feedback

Registration Form and Tax Invoice Upon completion of this form, including the relevant payment, this form will become a Tax Invoice. ABN 61 249 878 937

Marketing for Managers: Tues 2 - Wed 3 June, 2009

YES I/we would like to increase the effectiveness of my/our Marketing Plans.

Please accept the following registration(s) at this MDP:

Number of people attending: Amount payable (GST-free): \$

Name:
title first name last name

Position:

Organisation:

Postal Address:

Postcode:

Phone: Fax:

E-mail:

My organisation is: Government Non-Government

Method of payment

Cheque (please make payable to The University of Adelaide) and forward with a copy of THIS registration form to Amanda Bramwell at the address below.

Debit my: Mastercard Visa Amex

Card No.:

Cardholder's Name:

Signature: Expiry date:

I would prefer not to receive promotional material regarding future programs offered by the Executive Education Unit.

Now mail or fax to:
Amanda Bramwell
Executive Education Unit
The University of Adelaide, SA 5005.
Fax: (08) 8303 6140.