

Short Marketing Courses



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COLLEGE OF MARKETING

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PROFESSIONAL MARKETING COURSES AND QUALIFICATIONS

Campus Site Venues OXFORD BROOKES UNIVERSITY, THE UNIVERSITY OF READING AND THE UNIVERSITY OF BRIGHTON
Oxford College of Marketing Ltd . 26 Five Mile Drive Oxford OX2 8HR . Telephone +44 (0)1865 515255
Email: Liz@oxfordcollegeofmarketing.ac.uk www.oxfordcollegeofmarketing.ac.uk

Short Marketing Courses



Persuasive Presentation and Media Relations

- 1.1 Powerful Business Proposals
- 1.2 Persuading Your Audience Using Effective Presentation
- 1.3 Successful Copywriting for Marketers
- 1.4 Successful Writing
- 1.5 Successful Press Relations for PRs and Marketers

Powerful Business Proposals

How to write and present a winning business proposal.

Course aims

To equip delegates with techniques and ideas for writing great business proposals which get attention and provoke readers to ACTION.

Who will benefit?

Junior marketers, managers, team leaders, decision makers, individuals who have responsibility for communicating with clients, customers and prospective customers.

Why should you attend?

- To improve results each time you use one of businesses most widely used communication tools
- To understand the power of the written word when well constructed and presented with style
- To learn methods for planning, construction, argument, justification, recommendation and layout

Key content

Unit 1

- Defining the purpose and desired results from communicating using a business proposal
- Understanding and researching your target audience, defining terms of reference
- Planning and constructing a report, structure and content of business proposals
- Using mind-mapping and other techniques to instil some creativity and originality of thought - stimulate and inspire the reader

Unit 2

- Using a concise writing style, avoiding clichés and jargon whilst improving the flow for the reader
- How to construct a powerful message, clarifying arguments, remaining objective, anticipating objections, justifying recommendations and motivate to action
- Appreciate the importance of layout, charts, visuals and graphics whilst maintaining the flow and keeping on track
- Managing the process, keeping to time, remaining within scope, managing expectations, understanding the politics and championing the cause

Duration

9.30am to 4.30pm

Persuading Your Audience Using Effective Presentation

How to deliver a compelling message and motivate your audience to action.

Course aims

To inspire delegates with just how powerful they can be as a presenter when given the right techniques to invoke enthusiasm, confidence and credibility.

Who will benefit?

Most marketing staff who are required to give presentations, either inexperienced presenters/speakers or experienced presenters/speakers with no formal training, sales staff, those presenting internally and externally to clients or other audiences.

Why should you attend?

- To learn how to structure and prepare a presentation including researching, designing and mapping the outline
- To understand how to build a persuasive, interesting and illuminating argument
- To practice delivering a presentation prepared to guidelines, experiencing the power of increased enthusiasm, confidence and credibility

Key content

Unit 1

- Practice delivery of initial presentation with feedback and development ideas
- Pre-preparation - understanding your target audience, the terms of reference, agenda, sub-agendas and politics
- How to structure, design and map your ideas, research and information in preparation for developing the presentation. Clarify your objectives and purpose for presentation
- Develop a theme which evokes passion in the presenter and intrigue from the audience

Unit 2

- The role of voice, projection, tone, pitch and pace
- Developing rapport with the audience, using eye contact and appropriate body language to maximum advantage
- Punctuating the presentation with persuasive the presentation with persuasive arguments, and involving the audience to capture interest
- Using visuals, graphics, illustrations, anecdotes, quotes and involvement to reinforce or illustrate a point
- Practicing, refining and delivering an updated version of the presentation with feedback

Duration**

9.00am to 5.30pm - note that this is an extended day to allow participants maximum opportunity to practice and refine their skills in light of new framework learned.

Successful copywriting for marketers

Top secrets of powerful, creative, entertaining and response driven writing.

Course aims

To enable delegates to write dynamic and compelling copy which will inspire the reader to action and effectively communicate the key marketing message.

Who will benefit?

Junior and middle marketing managers who are required to produce marketing literature or who write copy for the web, sales promotion and sales executives, junior advertising or PR staff

Why should you attend?

- To learn what makes your audience respond and how to 'get under the skin' of your readers
- Understand the structure and components of great advertising literature
- How to select an interesting angle and provide intrigue and interest for the reader

Key content

Unit 1

- Why can't just anyone write copy? Distinguishing the good, the bad and the ugly from working samples of publicity materials
- Using a Creative Strategy to help you
- Understanding your target audience and how to think like a reader
- Know your product or service, features and benefits which are meaningful
- Derive key messages which differentiate the product/ service from the crowd
- Establish rapport and empathy with the audience

Unit 2

- Unlock your creative potential, some visioning and mind expanding ideas to try
- Structure and components of publicity material
- Tips and tools for clear, purposeful and punchy messages
- The importance of spelling, grammar and phrasing
- Writing for the web, email marketing, direct mail, press releases, presentations - the differences and common pitfalls

Duration

9.30am to 4.30pm

Successful and Persuasive Writing

Think-Write...for first draft clarity

Course aims

Think-Write provides a 5-step method of structuring your thinking and your writing. It will help you use your time well, while giving you confidence that you are creating a successful and persuasive document.

Who will benefit?

Junior marketers, managers, team leaders, decision makers, individuals who have responsibility for communicating with clients, customers and prospective customers.

Why should you attend?

- If you want to write so that the reader knows exactly what you meant to say
- To learn how to use a system for writing that enables you to produce a great first draft
- To develop a persuasive communication style that does not bore and gives the right level of detail

Key content

Unit 1

- Determine your aims in each piece of writing
- Identify key readers / decision makers
- Determine the reader's aims
- Form clear messages

Unit 2

- Create a reader-appropriate structure
- Place appropriate information in the right part of the document
- Choose a communication style appropriate for the audience and purpose
- Write quickly
- Edit with confidence

Duration

9.30am to 4.30pm

"The day was well planned, well managed and had good resources."

"Everyone was keen to return after the break. A clear sign of a good workshop day!"

Successful Press Relations for PRs and Marketers

How to get into the headlines, tell your story effectively, and build relationships with key journalists.

Course aims

To enable delegates to develop skills in pitching stories to journalists and building effective relationships with them to facilitate the sale.

Who will benefit?

PR account managers and junior PR staff, junior and middle marketing managers who are required to produce press literature, and face the press by email, telephone or face to face.

Why should you attend?

- To learn how journalists on daily, weekly and monthly publications work
- Understand what makes a good story, and how to sell it effectively
- To develop skills in pitching PR stories to journalists by email or phone

Key content

Unit 1

- Story pitching: how to say something new, relevant and interesting. Understanding news - recognising what journalists look for in a story, and asking the right questions.
- Identifying the new, relevant and interesting angle in a story
- Summarising a story in 30 words - hands-on practice
- Summarising a story in 30 seconds - hands-on practice

Unit 2

- Understanding what a journalist's day looks like and how you need to fit into it
- The difference between daily, weekly and monthly publications
- Tips and tools for clear, purposeful and punchy communication
- Hands-on practice pitches - thinking on your feet, asking questions and handling objections
- Relationship building dos and don'ts

Duration

9.30am to 4.30pm

Short Marketing Courses



Graphic Design and Marketing Communication

- 2.1 Briefing Design/Creative Work
- 2.2 From Design Concept to Print Production
- 2.3 Working with Adobe Illustrator 10 - An Introduction⁺⁺
- 2.4 Quark for Repro⁺⁺ 2.5 Introduction to QUARKXPRESS 4 or 6 ⁺⁺
- 2.6 Introduction to PHOTOSHOP 7⁺⁺
- 2.7 QuarkXpress - Intermediary version 4 or 6⁺⁺
- 2.8 Adobe Photoshop⁺⁺ Advanced

Briefing Design / Creative Work

How to make sure you get what you want from your creatives and avoid just a 'beauty parade'.

Course aims

This workshop looks at the practicalities of effective briefing and why it sometimes goes so wrong. It provides delegates with a briefing framework and a checklist to ensure objectives are met. It also shows how to make the most of a Creative Strategy and why this is so key.

Who will benefit?

Junior marketers, product, sector, category marketers, sales promotion and marketing communication staff and anyone responsible for briefing design / creative work

Why should you attend?

- To learn how to write and verbally brief designers/ creatives so that you never get any unpleasant shocks
- To understand how to evaluate the designers work and interpret it in light of your brand / communication objectives
- To appreciate the role and importance of a well crafted Creative Strategy
- To learn how to handle and negotiate with designers and creatives for the benefit of all

Key content

Unit 1

- How to write a successful design brief: content, style and explicit requirements
- Selecting and instructing design/creative agencies
- Evaluating and interpreting the results in light of business objectives (not just which one you like the best!)

Unit 2 -

- How to develop a creative strategy
- How to determine successful and relevant communications objectives
- Implementation - design through to finished materials, costs, timings etc
- Handling and negotiating with creatives, dealing with problems and rush-jobs

Duration

9.30am to 4.30pm

From Design Concept to Print Production

Getting the most out of graphic design and print work

Course aims

Many marketers are required to liaise with graphic designers and printers on a regular basis, but they rarely get the opportunity to understand the process from start to finish. This course reviews graphic design principles; layout, print processes and gives lots of hints on questions marketers should be asking their graphic designers and printers.

Who will benefit?

Junior marketers, product, sector or category managers, staff with responsibility for commissioning design and print work

Why should you attend?

- To improve understanding of the print process from start to finish
- To develop skills in assessing good layout and graphic design
- To understand print terminology and processes and improve your ability to ask the right questions of designers and printers

Key content

Unit 1

- A practical look at design - analysing adverts and magazine spreads.
- This is an opportunity to discuss the effectiveness of various adverts and why some succeed where others fail. Also some handy design tips on making your advert or magazine spread interesting and attention grabbing.
- What is unique selling proposition and target audiences?
- A hands-on chance to layout a spread from a magazine - tips and tricks.
- This is an exercise designed to be carried out away from the computer to enable the student to concentrate on layout and design rather than be restricted
- by their ability on desktop packages.
- Explore some typography - fonts and leading - when to use which typeface
- An opportunity to brainstorm a logo idea
- An exciting exercise that starts with group brainstorming to create some buzz words and then a chance to produce some sketches on paper. This can then be taken through to production on the computer using Adobe Illustrator application.

Unit 2

- Production - Four colour work versus spot colour work
- During this explanation we look at how the printing processes work in practical terms with a chance to look at filmwork, printing plates and printers progressive
- prints. Also which process is more cost effective and in which circumstance.
- Resolution explained - what are high resolution images - why 72ppi images are unsuitable for print. When to use jpeg formats and the potential problems that a
- low quality jpeg can cause
- RGB images or CMYK - different modes explained
- What is a cutter and when is it used
- Chance to look at a successful cutter and see one that has failed to be produced
- correctly. Examine some printed materials that have been created using a cutter.

Duration 10.00am to 5.00pm

Working with Adobe Illustrator 10 An Introduction**

Prerequisites

Good Mac or PC skills

Overview

Adobe Illustrator is a drawing and design package. This course will give you the experience you need to produce professional graphics and illustrations, and will increase your levels of productivity and creativity within Illustrator.

Course Content

Exploring the Illustrator environment

- The interface
- General preferences
- The toolbox
- The palettes
- Using views
- Using the navigation tools
- Using the Navigator palette
- Creating, saving, and closing files
- Creating a new file
- Saving a file

Drawing and painting Tools

- Drawing a rectangle and an ellipse
- Line tool
- Arc tool
- Grid & Polar Grid
- Drawing a polygon
- Drawing a star
- Drawing a spiral

Using the Brushes palette

- Creating a new brush

Introducing paths

- Introducing Bezier paths
- Creating paths by using the Pencil tool
- Editing paths created with the Pencil tool
- Creating simple shapes with the Pen tool
- Using the Pen tool to create more complex shapes
- Editing paths created with the Pen tool
- Using the cutting tools
- Editing paths by using the Average and Join commands

Working with text

- Using the text tools
- Using the Type and Vertical Type tools
- Using the Path Type tool
- Using the Area Type tool
- Using the Type palettes
- Using the Character palette
- Using the Paragraph palette
- Altering text
- Changing text to outline
- Modifying outlined text

Working with layers

- Working with grouped objects
- Grouping objects
- Restacking objects in a group
- Using the Layers palette
- Creating a layer
- Positioning layers
- Moving objects through layers
- Deleting a layer
- Locking and hiding layers
- Merging layers

Editing Objects

- Compound shapes
- Using rulers
- Moving objects
- Arranging objects
- Rotating objects
- Scaling objects

Distortion

- Using Distort filters
- Warp effects
- Creating envelopes
- Envelope mesh
- Liquify tool

Working with Symbols

- Creating symbols
- Defining symbols
- Symbol instances

Adding colours

- Changing Fill and Stroke colours
- Using the Swatches palette
- Using the Colour palette
- Applying gradient
- Setting transparency
- Manipulating stroke options
- Altering the stroke weight
- Altering the Cap and Join options
- Creating a dashed line
- Using the Eyedropper tool
- Using the Paint Bucket tool

Duration

1 day 10am to 5pm

** Courses held in Canterbury at fully equipped Graphic Design Training Studio. Due to the specialist nature of these courses, a maximum of 2 delegates can be trained at one time.

Quark for Repro**

Overview

Many marketing executives are required to use Quark for reproduction purposes and have mostly learned 'on-the-job'. This day fast-tracks that process to enable more effective use of Quark for Repro and provides valuable insights into the graphic design process.

Course Content

Overview of Pantone spot printing and CMYK

- Explanation of the difference between the two processes and a look at printers plates/pantone books. Also discussing printed leaflet/stationery produced using the two methods. How tints of a pantone colour can be used to good effect whilst still producing a cost effective job in two colours.
- How to prepare 2 spot colour work and print out separations to check that work splits out into relevant plates.

Difference between RGB files and cmyk.

- Exploring the different modes in photoshop.

Producing cutouts in photoshop

- Creating and exporting a clipping path. Removing the embedded path from Quark - "clipping" feature.

Resolution explained

- Looking at the "image size" menu option in Photoshop and discussing resolution required for litho print. How to resample resolution in files that are oversized. Limitations of enlarging photoshop files in Xpress if the resolution isn't sufficient to start with.

Preparing QuarkXpress files for print

- Usage menu - picture and fonts. Ensuring images are not missing or modified. Check that suppress printout isn't turned on.
- File types - when to use eps or tiffs.
- Fonts - ensuring that bold/italic commands aren't applied to fonts that don't have a corresponding printer font for that style.
- Bleed - Allocating bleed to jobs when it is required
- Registration colour -What the feature does and when to use it - i.e for custom crop/trim/perforation marks
- Spot or CMYK? - How to split Quark files to run out as spot or CMYK separations. Looking at actual examples
- Exercise: preparing an actual design job to go to litho print

Producing Postscript and PDF files

- Using print styles (specifically a style used for the TAIGA system) to create a postscript file
- Using a supplied TAIGA "job option" in Distiller to create a pdf file
- Recompressing pdf files to reduce file size

** Courses held in Canterbury at fully equipped Graphic Design Training Studio. Due to the specialist nature of these courses, a maximum of 2 delegates can be trained at one time.

Duration One day 10.30-5pm

Introduction to QUARKXPRESS 4 or 6 **

Pre-requisites

Good Mac or PC skills. No previous Xpress or desktop skills necessary. Bring a pen and note pad.

Overview

This course is designed to provide a understanding of the fundamentals of QuarkXpress 4 or 6. With a varied mixture of both hands on experience and tutor demonstrations - this workshop will be an informal and enjoyable introduction to these applications.

Course Content

Setting up QuarkXpress

Allocating additional memory to the application to allow Xpress to work at its optimum on large projects
Preferences - how to customise Xpress preferences

Creating a new document

Setting up custom columns and gutters

Facing pages verses single pages

View options and shortcuts

Using guides

Scroll bars and use of rulers

Tool box overview

Item and content tools

Rotating tool and palette options

Viewing the page - keyboard shortcuts

Text

Creating a text box - customising the shape

Imputing text and setting text in a shape/on a curve

Selecting

Cutting text, copying text and pasting

Importing text files from word processing applications

Typography

Selecting fonts and font sizes

Scaling text

Kerning/ Leading text

Baseline shift

Text alignment

How to centre/range left or right and justify text

Creating items

Drawing rectangle, circle and polygon items

Positioning and moving items

Resizing items

Rotating objects

The line tools

When to use which line tool

Increasing and decreasing the line thickness

Applying different styles to the line

Adding arrow heads to lines

Text linking tool

Learn how to link and flow text

Understand how to unlink text

Applying colour

How to add a border to a text or picture box

Setting up custom pantone colours

Using the item-modify for colour

Using the graduation option

Pictures

Importing photos or graphics from other applications

Resizing and scaling images

Picture file formats

Question and answer session on the day's contents

Duration Two days 10.30-5pm

*** Courses held in Canterbury at fully equipped Graphic Design Training Studio. Due to the specialist nature of these courses, a maximum of 2 delegates can be trained at one time.*

Introduction to PHOTOSHOP 7**

Pre-requisites

Good Mac or PC skills. No previous Photoshop or desktop skills necessary.
Bring a pen and note pad.

Overview

This course is designed to provide a understanding of the fundamentals of Adobe Photoshop 7

With a varied mixture of both hands on experience and tutor demonstrations - this workshop will be an informal and enjoyable introduction to these applications.

Course Content

Palettes

Introduction to the toolbox

Foreground and background colours

Undo command

Saving options

Viewing Options

Navigator

Magnifying glass

Keyboard commands

Selections

Creating selections using marquee tools and magic wand

Understanding how to find similar selections and grow command

Editing and moving selections

Transformations

Rotating selections

Scaling and distorting areas

Perspective

Painting and editing creative tools

Using the airbrush, paintbrush tools and pencil option

The history brush

Using the eraser, magic eraser

Changing the tolerance of tools

Graduation tool

Setting up custom fills and using the transparency option

Enhancing a colour image

Using the healing brush tool

Using the clone tool

Working with the smudge editing tool

Blurring and sharpening images

Lightening and darkening images

Using the type tool

Pen tool

Creating paths

Shape tool

Creating different shapes

Notes tool

Creating notes

Colour picker

Selecting and sampling colours

Question and answer session on the day's contents

Duration 10.30-5.30 pm

QuarkXpress - Intermediary / Advanced version 4 or 6⁺⁺

This course is aimed at Xpress users who are already competent in Xpress and can confidently use all the tools at a basic level. You will explore some of the more involved aspects of the application and it is recommended that you follow on this course with the advanced level course at a later date. This course covers keyboard shortcuts in Xpress and prepress knowledge.

Adobe Photoshop Advanced⁺⁺

This course is designed to provide an understanding of Adobe Photoshop 7 for those with a little experience who want to know more. With a varied mixture of both hands on experience and tutor demonstrations - this workshop will be an informal and enjoyable 'next steps' to this application.

⁺⁺ Courses held in Canterbury at fully equipped Graphic Design Training Studio. Due to the specialist nature of these courses, a maximum of 2 delegates can be trained at one time.

Advanced Graphics Training - tailored to your needs.

◆ The great advantage of these design skills courses is that they are highly bespoke and either on a 1:1 or 1:2 trainer to student basis, unlike the standardised London style courses, where delegates sit in a class of 6 - 8 and follow a very prescriptive formula of training.

◆ Indeed, because of this, the trainer is able to work closely with the clients needs so the delegate can bring in samples of work and often learn much more about the practicalities by applying the learning to working examples.

◆ Celia Rumley who runs the Graphic Design courses is a graphic designer with over 20 years experience, running a successful design and print company. She spends about 80% of her time working on design and print for her clients. She also qualified as a teacher / trainer, and enjoys teaching others her skills, which is what she does for the other 20% of her time. Her knowledge is up-to-date and totally practical.

◆ We also offer a significant discount for the second delegate being trained (only £100 / £125 per day for 2nd delegate) AND we provide a further discount for a booking of more than 3 days.

◆ Finally, a really important part about our courses is the **free 3 Month Helpline** (telephone and email) following a course. This has enormous benefit to the student and is actually a significant bonus to the sponsoring company. We understand that this is a unique service and makes the courses excellent value.

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Short Marketing Courses



Marketing Information Management

- 3.1 How to Develop a Successful Market Research Brief
- 3.2 Evaluating Your Marketing Campaign
- 3.3 Excel for Marketing

How to Develop a Successful Market Research Brief

...and how to ensure you get answers to the questions you wanted (and not answers to questions you didn't mean to ask)!

Course aims

To enable delegates to improve the cost-effectiveness and quality of outcomes when using marketing research.

Who will benefit?

Junior marketers, product managers, sector or category managers who brief research agencies or who commission others to undertake both field and desk-top research.

Why should you attend?

- To achieve more relevant and usable results through better briefing.
- To increase reliability of findings
- To improve cost of decision making through understanding risk: information trade-offs

Key content

Unit 1

- Learn how to plan and design a research programme, which is integrated into a product development plan.
- Understand the importance, content and style of a written market research brief.
- Appreciate the variety of market research tools and techniques which are available
- Select the best research tools for the job in hand

Unit 2

- Selecting agencies and handling the briefings
- Market Research project management
- Determining ways to increase validity, reliability and quality of data obtained
- Trade-offs between cost, accuracy, timing and security
- Weighing up risks of 'not knowing' with cost of 'knowing'

Duration

9.30am to 4.30pm

Evaluating your Marketing Campaigns

How do you know if your promotion worked?

Course aims

To provide delegates with techniques for measuring, monitoring, evaluating and controlling their marketing campaigns so as to improve return on marketing investment.

Who will benefit?

Product managers, sector or category managers, marketing managers who are budget holders for marketing communications and promotional activity. Also more junior marketers ready to take more responsibility.

Why should you attend?

- To learn to apply more rigorous techniques when recommending marketing communications activity.
- To be able to better evaluate alternative forms of promotional activity in relation to costs, performance and objectives
- To learn how to justify the business case for future marketing activities

Key content

Unit 1

- Appreciate the benefits and value of post-campaign evaluation
- Determine the information requirements necessary to perform various post-campaign evaluations
- Cost, plan and co-ordinate how information / data is to be collected for the post-campaign evaluation

Unit 2

- Select the most appropriate methods of campaign evaluation for the job, the organisation and the budget
- Examine techniques for monitoring, measuring and controlling campaign performance
- Make recommendations for future activity based on past performance

Duration

9.30am to 4.30pm

Excel for Marketers

Principles, techniques and tips to enable marketers to harness the full power of Excel, enabling them to work faster, smarter and with greater impact- from beginner to advanced level.

Course aims

The course will enable delegates to use Excel *effectively*. From an understanding of relative and absolute cell addressing at the beginner level through to goal seeking, scenarios and automated macros at the advanced level, delegates will develop skills that will enable them to construct robust, easily adjustable spreadsheets quickly. The course is set within a marketing context, addressing the types of problems that marketers face. We also use our expertise in marketing and strategy to build models and exercises that accurately mirror the real world. Many of the models used in our courses will be of lasting value to managers.

Who will benefit?

Product, category, sector and marketing managers, marketing budget holders, sales managers and marketing staff with responsibility for producing forecasts, analysing results, producing business cases for expenditure etc

Why should you attend?

- To save you time
- To enable you to undertake sophisticated sensitivity and scenario analysis
- To help you to produce clear, well-formatted documents to support business cases

* Content can be adapted to meet the specific needs of your organisation.

Key content*

Beginner

spreadsheet basics
absolute and relative addressing
moving and copying data
formatting
charting
printing

Intermediate

ranges and views
3d spreadsheets
templates and styles
sorting and filtering
macros and customising the Excel environment
functions

Advanced

scenarios
goal seeking
pivot tables
auditing
customising user input - forms
macros

Duration

9.30am to 4.30pm

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Short Marketing Courses



Marketing Finance

- 4.1 Marketing Finance and Budgeting (for non-financial staff)
- 4.2 Value-Based Marketing
- 4.3 Marketing Models

Marketing Finance and Budgeting (for non-financial staff).

Understanding the financial tools and procedures needed to improve marketing decisions and strategy.

Course aims

To equip learners with a working knowledge of how marketers turn great ideas and products into profit. The programme will explore marketing finance concepts and terminology and how to use financial reporting and control to help make better decisions and set direction.

To have a serious impact on your company's business, you need to be financially literate in order to improve your decision making... then you can go for gold!

Who will benefit?

Product, category, sector and marketing managers, marketing budget holders, sales managers and marketing staff with limited prior financial experience

Why should you attend?

- To increase your abilities to assess marketing opportunities according to the financial implications of the options
- To familiarise yourself with your organisation's financial requirements, e.g. annual budget, quarterly reviews, variance analysis, return on investment
- To become more confident in interpreting and debating marketing decisions and strategic direction based on financial performance and targets

*Please note that in order for this course to run most effectively, it will be necessary to tailor and adapt some of the course material according to the financial conventions of the organisation.

Key content*

Unit 1

- Understanding company terminology, processes, procedures, reporting and discover WHY these are really necessary
- Appreciate the importance of budgeting, planning and variance analysis in support of organisational goals and future decisions regarding marketing activity
- Examine profit and loss statements, sales data, customer payment schedules and other reports used internally to extract information to aid decision making

Unit 2

- Understand how pricing decisions including discounts and incentives impact the bottom line
- Interpret types of costing, direct, indirect, overhead allocation, fixed and variable costs and why this knowledge helps us with product / service decisions
- Discover how marketing expenditure has a major impact on the bottom line, why it is so contentious amongst financial managers and how you can evaluate the financial performance of your marketing activity to improve your decisions for the future
- Understand how capital and other investments are judged and why marketers should always be aware of the return on their marketing investment
- Become familiar with the role and purpose of financial ratios and their use in marketing decisions

Duration 9.30am to 4.30pm

Value-Based Marketing

Value-based marketing is THE concept that marketers must understand if they are to build strong business cases for marketing investment.

Course aims

To provide delegates with an understanding of how they can generate real "value" by focusing on a longer-term perspective and concepts such as economic profit - just as the investment community does - rather than on short-term accounting measures.

Who will benefit?

Product, category, sector and marketing managers, marketing budget holders, sales managers and marketing staff with responsibility for producing forecasts, analysing results, producing business cases for expenditure etc

Why should you attend?

- To ensure that your marketing activities are adding rather than destroying value
- To enable you to justify marketing investments - which are treated as current period expenditure by accountants
- To provide guidance in allocating the marketing budget

* Content can be adapted to meet the specific needs of your organisation.

Key content*

- Why conventional metrics - accounting ratios and brand equity - are insufficient?
- Economic profit (EVA) and NPV
- Distinguishing between good growth and bad growth
- Customer lifetime value and shareholder value
- Moving from a product to a customer perspective
- Customer lifetime value and segmentation
- The REAP model

Duration

9.30am to 4.30pm

Marketing Models

Using Excel to create marketing models that reveal the impact of marketing variables on business performance and allow marketers to produce robust business cases - quickly.

Course aims

At the end of the course delegates will know how to create a model that integrates the major marketing variables and that reveals how these inputs influence profits, cashflow and capital assets. The model will allow sophisticated sensitivity and scenario analysis and will output data to support business cases, including automatically calculated measures such as ROI.

Who will benefit?

Product, category, sector and marketing managers, marketing budget holders, sales managers and marketing staff with responsibility for producing forecasts, analysing results, producing business cases for expenditure etc

Why should you attend?

- To save you time
- To enable you to undertake sophisticated sensitivity and scenario analysis
- To help you to produce clear, well-formatted documents to support business cases

* Content can be adapted to meet the specific needs of your organisation.

Key content*

This is an extremely practical, "hands-on" course. Delegates will construct an Excel model that incorporates key marketing inputs and drivers - from direct mail response rates through to investment in brand and customer service spend. They will learn how to separate variables from calculations and output. Their models will automatically produce campaign or project Profit & Loss statements and cashflows, with integrated ratio analysis to assist in evaluating alternative courses of action. The models will be extremely valuable in justifying marketing expenditure to non-marketers.

Duration

9.30am to 4.30pm

OXFORD
COLLEGE OF MARKETING

Your Marketing Training Partner

Short Marketing Courses



Customers and Relationship Management

- 5.1 How to Find Potential Customers
- 5.2 Convert Prospects into Loyal Customers and Advocates
- 5.3 Care About Your Customers - Customer Service that Counts

How to Find Potential Customers

Where are they and how do I access them?

Course aims

To enable participants to understand the potential of their market and develop strategies to target and position their offering successfully.

Who will benefit?

New comers to marketing, marketing support staff, junior marketers, owner-managers and those with marketing & sales responsibility who need to a sound basis to develop their business.

Why should you attend?

- To discover how to find more customers and where they are.
- To determine methods for reaching target groups successfully

Key content

Unit 1 - Market Potential

- What is the potential of your market?
- Accessing research, information and potential customers
- Resourcing the sales and promotional effort for best returns

Unit 2 - "Which customers should we target?"

- Understand how market segmentation may increase the success of the organisation
- Recognise and apply the criteria for segmentation
- Recognise different customer needs, wants and behaviours
- Why are some customers 'better' than others?
- Customer Relationship Management—how to do it.

Duration

9.30am to 4.30pm

Convert Prospects into Loyal Customers and Advocates

Knowing your customers and giving them what they want

Course aims

To gain a sound grasp of customers needs, intentions and behaviours and use practical tools for improving the effectiveness and rewards of long term and strong customer relationships.

Who will benefit?

New comers to marketing, marketing support staff, junior marketers, owner-managers and those with marketing & sales responsibility who need to a sound basis to develop their business.

Why should you attend?

- To learn how to better understand your customers.
- To develop ways to strengthen customer relationships for mutual benefit
- To discover methods for building customer loyalty and word-of-mouth referral

Key content

Unit 1 - Understanding your customer's attitudes and behaviours

- Understand factors influencing customer behaviour
- Define and differentiate "customer" and "consumer"
- Understand buying process for organisational and consumer buying
- Listening to customers
- Appreciate how important customer attitudes are and how to use this knowledge to increase loyalty

Unit 2 - What is Customer Relationship Management?

- Recognise the 3 aspects of the Customer Relationship Management (CRM) process
- Understand the need for CRM and the importance of winning, satisfying, retaining and understanding customers
- Develop models for Customer Lifetime Value using their organisation
- Discover opportunities, systems and procedures for CRM in their organisation
- Develop Referrals system and advocacy

Duration

9.30am to 4.30pm

Care About Your Customers - Customer Service that Counts

Embracing the challenges of effective customer care in the 21st Century

Course aims

Providing great customer service is rapidly becoming a competitive advantage for many companies, so this course ensures that staff understand the benefits of customer care and retention and the impact on the business.

Who will benefit?

Staff with a customer-facing role including telesales, order takers, customer service staff, sales representatives, retail workers and any staff who have contact with customers either face to face or on the phone. Also junior marketers and those charged with improving customer service in their organisations.

Why should you attend?

- To learn techniques to improve your customer care
- To understand the needs and behaviours of your customers and how to assist them
- To increase confidence and retain control in challenging customer facing situations

Key content

Unit 1 - Knowing your customers and why they behave the way they do

- Defining good service
- Expectations, needs, wants and delight
- How to interpret what customers are really saying- making the most of questioning and clarifying
- Communication skills, verbal, non-verbal, in person and on the phone

Unit 2 - Customer Service Techniques

- The Ted Johns 12Cs framework
- Greeting customers and achieving rapport
- What to do when things go wrong and dealing with angry customers
- Challenges for the 21st Century—more demanding customers with more information, responding appropriately
- The impact of great customer service on the bottom line

Duration

9.30am to 4.30pm

OXFORD
COLLEGE OF MARKETING

Your Marketing Training Partner

Short Marketing Courses



Effective Selling and Business Networking

- 6.1 Effective Selling
- 6.2 Telemarketing for Sales and Appointments
- 6.3 Effective Business Networking - ConNetworking
- 6.4 Negotiating for Sales Professionals

Effective Selling

Buyers now have unprecedented access to information, are more savvy and are looking for a "deal"; professional sales people need a new skill set.

Course aims

To provide sales people with the skills they require in the new commercial environment.

Who will benefit?

Sales staff and managers

Why should you attend?

- To learn techniques that uncover the real needs of customers and prospects
- To develop tailored approaches to meet the specific needs of individuals
- To learn new approaches based on emotional intelligence and NLP

*Content will be adapted to meet the specific needs of your organisation.

Key content*

- Understanding customer needs - why people buy
- Understanding personality and the role of emotions in selling
- The power of active listening
- SPIN - selling by questioning
- Presenting the case - insights from NLP into how people process information
- Handling objections
- Closing and gaining commitment

The course will be extremely participatory. Most learning will take place through skills practice and feedback.

Duration 9.30am to 4.30pm

1 or 2 day versions, details available on request

Telemarketing for Sales and Appointments

Getting past the gatekeeper and smiling all the while!

Course Aims

The first impression customers receive of your organisation is often on the telephone. Customer who are handled professionally will become loyal customers, but if handled badly will go elsewhere. This course provides all staff with the skills and confidence to provide a professional, positive service on the telephone.

Who will benefit?

New and experienced sales staff, customer sales staff, outbound telemarketing staff, P.A.s, owner-managers and anyone needing to get an appointment for a sales visit.

Why should you attend?

- To improve confidence in making outbound telesales calls.
- To improve effectiveness of the telephone effort
- To develop rapport and relationship with customers

Key Content

- How to project a positive, confident and professional image over the telephone
- The importance of first impressions
- Opening the sale and how to build rapport
- Probing and identifying real needs
- How to guide and control the call
- The use of appropriate language
- Listening and questioning effectively
- How to book appointments successfully
- Objections; why they arise and how to handle them

Duration

9.30am till 4.30pm

ConNetworking

Working your connections and how to connect your network!

Course aims

This is a practical workshop providing top tips to help participants build a credible and coherent proposition when networking. This session explores doubts and fears about networking with opportunities to practice self-introductions and good conversational gambit. It will encourage individuals to approach people with confidence, remain engaged and be engaging! The role and benefits of networking and its place in the marketing toolkit will be explored with practical ideas for increasing success rates.

Who will benefit?

Those who feel that they haven't mastered the art of business networking! The typical profile of people who have attended previous courses has been very broad, from support staff who are asked to attend events to represent the company to senior company directors who have never been taught how to network. Many people attend because they recognise how beneficial networking can be in finding the next job. Sales staff, owner-managers, marketing staff, recruitment and HR staff, self-employed, students, accountants, lawyers, consultants, educationalists and freelancers are just some examples of those who have benefited from this course.

Why should you attend?

- To increase your confidence and effectiveness at business networking.
- To appreciate the purpose and role of networking within the marketing effort.

Key content

- What is networking? - concept and model
- Why network? - purpose and benefits.
- Facing your fears - but doing it anyway! Fine tuning our skills.
- Top tips - what works and what doesn't
- The power of good conversation and self-introductions - Practicing the art.
- How to avoid giving mixed messages
- Why attitude and follow through are key
- How to use networking for maximum impact

Duration:

10am till 4pm or half day / eve sessions by appt

"A fun insight into a vital business tool." - Mike Nunn, Capital International

"The content, delivery and effectiveness of the event exceeded my expectations ... I feel incredibly motivated now." - Sam Hawkins, Brand Group.

"Thank you once again for a splendid Masterclass ...the training was very informative, inspiring and entertaining, so what more could one ask for." - Head of HR and Admin, Nedalo

"Thank you very much for an excellent session last night...the evening certainly made me think and it was fun learning a bit about myself that I had forgotten! - Managing Director, electronics company.

Negotiating for Sales Professionals

How can you ensure that you gain the best deal for your company, balancing long and short-term objectives.

Course aims

To provide sales people with strategic and tactical negotiating skills. Most things in business (and in life) are negotiable. What that means is that the "deal" that you make - selling equipment, agreeing service levels or deciding who drives home - is not based on fairness or some natural law; it comes from your skills as a negotiator. In this course we consider negotiating from a strategic perspective (getting the "best" deal today may impact what you get in the future) and focus on practical negotiating techniques.

Who will benefit?

Sales staff and managers

This is a highly participatory course; the entire course is based on a series of scenarios and case studies in which participants will practise applying the various techniques.

Why should you attend?

- To understand the difference between transactional and strategic relationships - and the implications for negotiating
- To learn how to assess the other player in the negotiation and adopt an appropriate approach
- To gain an arsenal of negotiating tactics - and defences

* Content will be adapted to meet the specific needs of your organisation.

Key content*

- What is negotiable - expanding the parameters
- Understanding personality and the role of emotions in negotiating
- The power of active listening
- Exploring needs
- Testing and summarizing
- 30+ negotiating tactics - how to use them - and defend against them
- Reaching agreement

Duration

9.30am to 4.30pm

OXFORD
COLLEGE OF MARKETING

Your Marketing Training Partner

Short Marketing Courses



E—Marketing

- 7.1 Search Engine Marketing
- 7.2 Writing for the Web

Search Engine Marketing Training

Search Engine Optimisation & Pay Per Click Advertising

Course Overview

Getting visitors to your website can be an ever escalating battle, however, this highly participative and interactive search engine marketing training course shows you the fundamental techniques required to improve the “natural” search engine ranking for your website and boost short term sales through paid for advertising.

Who Will Benefit?

Anyone responsible for the performance of their website.

Course Content

- Internet Marketing Backgrounder
- Other techniques and how search marketing fits in
- The difference between natural and paid for search engine listings
- Search engines and directories
- What is the difference between a search engine and a directory?
- Why are they important?
- How do they work?
- Elements Affecting Ranking
- Dynamically generated pages and Cold Fusion
- Frames, tables, Javascript and graphics
- What is 'spamming'?
- Keywords and writing for search engines
- Choosing and positioning keywords
- How do search engines determine 'relevancy'?
- Creating effective titles
- Writing captivating descriptions
- Additional Web Promotion Tactics
- Do search engine promotion tactics provide a solution?
- Doorway pages, hidden links, site maps
- Cloaking' strategies
- The Web Positioning and Submission Process
- Analysis of your competition
- Pre-submission and submission log
- Submission services and submission analysis
- Key Directories and Search Engines
- We give you the latest information on the top search engines and directories
- Google, eSpotting, Overture
- Yahoo, Alta Vista, Ask Jeeves, Real Names
- Excite, Webcrawler, Lycos and the Open Directory
- Hotbot, Inktomi, AOL and MSN Search
- Google, Direct Hit and other engines
- Pay Per Click (PPC) Advertising
- “Paid search” - a one hour guide to becoming an expert . This module involves the trainer creating a live Google Ad for all delegates to observe and debate via a data projector
- Setting your budget - daily budgets and your maximum cost per click.
- Identifying the advertising opportunities. Important dates, using brand names, keeping it topical
- Choosing your keywords and keyword phrases
- Competitor analysis; identifying keyword opportunities - a quick online tour
- Writing advertisement copy using the golden rules of good ad copy and keeping to the Google editorial rules
- Now you're up and running, Measure, Edit and Review
- Tips for increasing the number of impressions
- Tips for improving your click through rate
- Tips for reducing your average cost per click
- Exercise to set up your own Google Campaign using the above process.
- Delegates get the chance to set up their own Google Ads using the instructions and Golden Rules.
- 7 Golden tips that will guarantee PPC success in the short and long term
- Action plan for return to work

Duration 9.30am to 4.30pm

Writing for the Web

Course Overview

Copy writing web pages requires a different approach to writing copy for print. Learn how to write for online readers. Understand how to structure copy to increase your search engine ranking. Our Writing for the Web course was developed in conjunction with the British Library and has subsequently been delivered to a variety of organisations

Who Will Benefit?

Copywriters, journalists, marketing and communications professionals, public relations personnel, Web designers... and everyone who writes professionally for online media.

Learning Objectives

Upon completion of this one day writing for the web training course you will understand practical guidelines for creating clear, compelling online copy. You will understand how to structure your pages and create layouts that attract and retain your readers' attention. You will learn simple techniques to improve your position with search engines.

Course Content

- Purpose of a website
- Define purpose to focus on relevance
- What works online
- Look at a variety of sites to get a feel for what works - and what doesn't
- Web v Print - understand the differences and similarities
- Writing for your audience
- Know your audience
- Define user groups and their goals
- How people use websites
- Understand how to structure pages for the way we use the web
- Accessibility
- General requirements
- Usability - 5 key issues for content
- Ease of learning/ease of use/memorable/errors/user satisfaction
- Understand the site structure
- Determine how best to let the navigation work for you
- Practical examples - typical web objectives to determine how user friendly sites can be
- Titles/Headings/Summaries
- The importance of Titles/Headings/Summaries
- Offer context, direct the user
- Page titles - for search engines and bookmarks
- Examples of good and bad Titles/Headings/Summaries
- Exercise - write examples of each
- The Copy & Copy Writing
- Nielsen's Usability Studies - how writing structure affects understanding and retention
- The Inverted Pyramid
- Plain English
- Simple words and phrases, write for scanning, direct communication
- Keywords their importance and how to incorporate them
- Links their importance and how to incorporate them
- Exercise - write some copy using principles
- Editing
- The detail
- Main areas to watch for e.g. spelling, ambiguity, linkrot, Alt text
- Consistency - what to look for
- Testing - simple ways to test initial pages and on an ongoing basis
- Action Plan For Implementation Back At Work

Duration 9.30am to 4.30pm

Short Marketing Courses



Entry Level Marketing

- 8.1 Marketing for Profit 1: The Essential Toolkit!
- 8.2 Marketing for Profit 2: The Essential Toolkit!
- 8.3 Attracting New Customers
- 8.4 Happy Customers, Higher Profits!
- 8.5 Customer Communication that Counts!

Marketing for Profit: The Essential Toolkit!

Part 1: Making it work for your product / service

About the programme

You think you know your marketplace - but this session will give you the *real* picture! Packed with insights and practical tips, it will give your marketing effort real power and impact.

Who will benefit

Anyone new to marketing.

Why you should attend

- To get your product or service out there - in the right place, at the right time, at the right price.
- To understand market forces and their impact on the bottom-line.

Key Content

- The 4 magic marketing tools of successful companies - and how they can transform **your** business.
- Your product/service; what your customers think, and why it matters.
- Living with the 'enemy': **competitors** and how to beat them!
- The winning team: getting **suppliers, distributors and customers** on side - and **satisfied!**

Timing

9.30 am to 4.30 pm

Marketing for Profit: The Essential Toolkit!

Part 2: Making it work for your customers

About the programme

It pays to look after existing customers - getting new ones is much more expensive! Understand them better and improve the effectiveness and quality of your marketing effort. Explore the range of marketing communication methods so you can reach out to clients with confidence - and brilliant results!

Who will benefit

Anyone new to marketing.

Why you should attend

- To learn more about your customers, how they think and behave, and what influences them.
- To communicate more effectively - and profitably - with your clients.

Key Content

- They buy from you - but why? Motives and influences on buyer behaviour.
- Customer or consumer? A vital distinction...
- Customer attitude and successful marketing
- The **where, what** and **how much** of marketing communications
- "Talk to me" - why it pays to stay in touch with your client base...

Timing

9.30 am to 4.30 pm

Attracting New Customers

How to expand your client base

About the programme

Discover the full potential of your market and learn the best ways to attract those all-important customers! This session will show you how to locate and then sell to people who want your services - but just don't know it yet!

Who will benefit

Newcomers to marketing, marketing support staff, junior marketers, owner-managers and those with marketing & sales responsibility who want to develop their business.

Why you should attend

To find more customers, without wasting time and money.
To reach your target groups and understand their needs.

Key Content

- How big is your market? The tools that can tell you...
- The Right Stuff: research and information in the quest for new customers
- Investment, not cost: putting the right resources into promotion & sales.
- What your customers really need - it may not be what you think!
- Bring On The Benefits: **putting your products in the spotlight.**

Timing

9.30 am to 4.30 pm

Happy Customers, Higher Profits!

How to get closer to your clients

About the programme

Understand your customer's needs, intentions and behaviours and build long-term, profitable relationships. Get practical tools for improving the way you deal with clients - and reap the rewards! Loyal clients will trust you, refer you and keep coming back...

Who will benefit

Newcomers to marketing, marketing support staff, junior marketers, owner-managers and those with marketing & sales responsibility who want to develop their business.

Why you should attend

To understand your clients' needs and motivations.
To develop better and mutually profitable customer relations.

Key Content

- "The heart has its reasons": what really makes people buy.
- **Customer or Consumer?** The difference that counts...
- Customer attitude and successful marketing
- Not Just a One-Night Stand - the **crucial** role of Customer Relationship Management (CRM)
- **The ABC of CRM:** how to get it right in your organisation

Timing

9.30 am to 4.30 pm

Customer Communication that Counts!

Getting the message across

About the programme

There are more ways than ever to communicate - but which will deliver for you? Discover the best methods for your organisation, product or service, how to use them and how to assess their performance and value for money.

Who will benefit

Personnel with responsibility for communications, including owner managers, PR, Sales and Promotion staff, newcomers to marketing, junior marketers.

Why you should attend

- To find out which communication methods will create the best long-term benefits for you.
- To develop an outline plan for future activities.

Key Content

- What communication means to your customers.
- **On the receiving end** - how it feels to get *your* marketing messages. Nice warm glow - or room for improvement?
- How to find the right media - costs and benefits that might surprise you...
- Direct Marketing and Sales Promotion - crucial roles for *your* organisation?
- Getting out of the office: **exhibitions, sponsorship and networking.**
- Public Relations, Personal Selling; two sides of the same coin?
- **Website wizardry**; avoiding the black holes in cyberspace

Timing

9.30 am to 4.30 pm

Short Marketing Courses



Level 1

- 9.1 Staying Ahead of the Competition
- 9.2 Launching a Product or Service
- 9.3 Building a Coherent Proposition
- 9.4 Marketing Planning - how to turn daydreams into reality and avoid the nightmares!

Staying Ahead of the Competition

Keeping in touch with market trends and competitor activity.

Course aims

To enable participants to grasp how critical it is to keep one step ahead by being well informed about the market place and to provide methods and means for analysis and interpretation of the market.

Who will benefit?

Junior or first level marketers, those with responsibility for research and planning, newcomers to marketing, marketing support staff, sales and customer service staff and those with sales responsibility who need to keep abreast of marketing conditions.

Why should you attend?

- To improve your awareness of the realities of how changing trading conditions can seriously impact a business.
- To learn new methods for interpreting the impact of competitor activity and the changing environment.
- To understand what your company can bring to bear and why meeting customers needs is so key.

Key content

Unit 1 - Customers, competitors and capabilities - all in a changing environment the 4Cs of marketing.

- Define marketing by the 4Cs, their interaction and their impact.
- Understand how the "environment" affects a marketplace.
- Review the external factors which influence a market and trading conditions, identifying which ones are most likely to impact your business.

Unit 2 - "Where are we now?" Analysing market and competitive position.

- Competitors - who, how many and where are they?
- Analysing competitors - how much power do they wield?
- Evaluate customers needs in your market.
- Assess the product / service, what customers think, value and benefits.
- Review your organisation's special capabilities and assess whether this is a good match to customers needs.

Duration

9.30am to 4.30pm

Launching a Product or Service

The steps (and stumbles) of product / service launch.

Course aims

To provide participants with an understanding of the stages of product/service development and how to avoid some of the common pitfalls in launching a new product /service. The workshop also provides tips and tools to kick start the creative thinking process.

Who will benefit?

Those with responsibility for product development, junior marketers, planners and category managers.

Why should you attend?

- To learn the sequencing, costs, timing and external briefing steps and processes that lead to successful product/service launch.
- To discover new methods for effective marketing idea generation.
- To provide ways to help you unlock barriers to success through research, preparation and planning.

Key content

Unit 1 - Launching a Product or Service

- Market and environment factors influencing the success of a launch
- Determining the objectives and goals of the launch
- Using research to reduce risk and improve decision making for product launches
- Sequencing and nature of the steps involved in new product development.

Unit 2 - Improving the chances of a successful launch

- Discover new methods for creative idea generation.
- Types of testing and research available and how to modifying plans accordingly.
- Understanding timing, costs and resource implications of new product/service launch.
- Barriers to successful new product uptake
- Effective use of promotions and communications for launch campaigns

Duration

9.30am to 4.30pm

Building a Coherent Proposition

How to get all the elements of marketing working in harmony.

Course aims

To explain ways to improve the performance of the product / service offering by balancing all the elements of the marketing mix so that “the sum of the whole is greater than the sum of the parts”.

Who will benefit?

Those with product/ brand / service responsibility, planners, owner-managers, new comers to marketing, marketing support staff, junior marketers, and those with marketing & sales responsibility who need to a sound basis to develop their business.

Why should you attend?

- To understand and successfully use the marketing mix, applying to your own organisation,
- To improve marketing decision making by harmonising all the elements so that customers recognise consistency and coherence.
- To define your unique selling point and how your organisation can deliver sustainable competitive advantage.

Key content

Unit 1 - The Marketing Mix - how the 4Ps work together.

- Analysing the offering through the 4Ps
- Product anatomy, the functional, service, enhanced and potential elements of a product /service
- Customer’s perceptions come from all the elements working together (or not!)

Unit 2 - Achieving Competitive Advantage

- The elements and importance of the service mix (3 extra Ps)
- Determining your proposition and positioning
- Defining your unique selling points (USP) and competitive advantage
- Effectively communicating your USP and competitive advantage.
- Writing your creative strategy

Duration

9.30am to 4.30pm

Marketing Planning—how to turn the daydreams into reality and avoid the nightmares!

12 Cs - the secrets of successful, profitable plans

Course aims

Do you think the business plan is just to please the boss?
Or that it will just sit on the shelf gathering dust?

If so, today’s session will show you how the business plan can be your friend and a tool that you’ll find indispensable.

Perhaps the marketing plan only seems like a daydream?
Or are you so busy with day-to-day action that you’ve lost sight of your purpose and goals?

Is all the action turning into a nightmare?

If so, you need to understand the 12Cs, secrets of successful, profitable marketing planning.

A practical, fun and lively look at how to develop a great marketing planning and actually use it!

Who will benefit?

Junior marketers, product or category managers, newly appointed middle manager marketers and those responsible for business development and planning.

Key content

Day one

- Determining the purpose and vision for your product / brand / service in context of the organisation!
- Which direction should you be going in? - what are the options?
- Where will the brand/product be? this year, next year, sometime, never?
- Which sectors of the market should you be focussing on and why?
- The world is changing so fast - how can the brand/product keep up?
- Living with the enemy - what are your competitors up to?

Day two

- 12Cs - the secrets of successful, profitable plans.
- Determining your competitive advantage: Costs? Capabilities? Convenience? and more...
- Even if you’re on the right track, you’ll get run over if you just sit there - keeping one step ahead of the game.
- Deciding on the **right** resources - investing in people, equipment and promotion.
- Stick it to the wall - the action plan that everyone acts on!
- So how do you know if you’re on track? Deciding how to measure your performance.

Timing 2 day course

Duration

9.30am to 4.30pm

OXFORD
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Your Marketing Training Partner

Short Marketing Courses



Level 2

- 10.1 Profitable Management of Your Customers
- 10.2 Profitable Management of Your Marketing Communications
- 10.3 Profitable Management of Your Products / Services

Profitable Management of Your Customers

How do I manage my customers to retain long-term relationships and ensure that they remain profitable?

Course aims

To develop an understanding of the importance of profitable Customer Relationship Management and how to develop good practice in their organisation.

Who will benefit?

Middle management marketers, product or sector managers, key account and sales managers and junior marketers ready to move forward.

Why should you attend?

Losing customers is expensive. This course can cut your costs and increase your profits by ensuring that customers are maintained through good management.

Key content

Unit 1 - Knowing your customers.

- Why it is important to recognise and value customers as individuals
- How to undertake effective research into existing clients
- Customers needs, intentions and behaviours - developing answers to their requirements
- Use customer information successfully. How is it managed? What data should be held and how should it be recorded?
- Customer Profitability analysis - is every customer worth the effort?

Unit 2 - Winning Loyalty and the Cost of Churn

- How other organisations develop and maintaining loyalty from their customers
- Loyalty yields long-term profit - developing methods and strategies for increasing customer loyalty
- How and why does Churn occurs? Identifying key reasons, buyer behaviour and the key competitors that cause it
- The cost of churn - identify ways and means of reducing it

Duration

9.30am to 4.30pm

Profitable Management of Your Marketing Communications

How do I ensure that my marketing communications and promotions budget is not wasted?

Course aims

To enable learners to evaluate the effectiveness and cost efficiency of various methods of marketing communications and provide participants with different methods for deciding upon and allocating budgets to various marketing communications activities. Also, to review how we evaluate campaigns to improve our return on investment and avoid wasting money.

Who will benefit?

Those with management responsibility for Communications, middle management marketers, brand, product or sector managers, Sales Promotion Managers and junior marketers with a few years experience ready to move forward.

Why should you attend?

If you think that much of your communications and marketing budget is wasted, but you cannot identify what to do about it, this course will help you.

If you think that there must be more efficient and effective ways to reach your target market, this course will help you determine what these are and provide guidelines on costs and effectiveness.

Key content

Unit 1 - Effectiveness and Efficiency of various Marketing Communications Methods

- Identify a broad range of Marketing Communications Methods suitable for the product/ service and determine outline costings.
- Evaluate the effectiveness of different methods and media in reaching target customers.
- Understand the coverage / frequency relationship and apply it to various media.
- Using long-term strategies for Corporate or Brand Image development

Unit 2 - Planning and evaluating our return on investment

- Determining where communications problems lie.
- Identifying accurate information to provide benchmarks (pre-campaign) for future improvement.
- Writing clear SMART communication objectives.
- Formulating schedules of activity to meet communications objectives.
- Conducting post-campaign evaluations and measuring return on investment.
- Understanding the role and purpose of a clear Creative Strategy.

Duration

9.30am to 4.30pm

Profitable Management of Your Products / Services

How do I ensure that my products / service will achieve a good return on the investment from the marketing activity?

Course aims

To enable participants to grasp the significance to business success of being able to apply budgeting tools and financial controls in the management of the marketing mix of their product / service.

Who will benefit?

Middle management marketers, product or sector managers, key account and sales managers and junior marketers ready to move forward.

Why should you attend?

- To help improve decision-making with regard to the marketing mix and marketing activities.
- To learn how to manage products /services for long-term profit using budgeting tools and financial controls.

Key content

Unit 1 - Marketing Planning and Budgeting

- Assess how each of the 4(7) Ps of marketing contributes to the profit equation
- Apply this information to and analyse their own product / service
- Understand marketing budgeting methods and introduce forecasting techniques
- Recognise different pricing strategies, the effect on the proposition and their impact on the bottom line

Unit 2 - Improving Marketing Decision Making

- Using Product Life Cycles and Portfolio Analysis as tools to improve decision making and strategy
- True product / service costs and the implication for decisions and strategy
- Understand additional costs to a business particularly marketing and sales expenditure and overhead allocation
- Category and Product Profitability. Using Profit and Loss statements successfully.
- Understand other vital financial information they will require and how to use it

Duration

9.30am to 4.30pm

OXFORD
COLLEGE OF MARKETING

Your Marketing Training Partner

Short Marketing Courses



Level 3

- 11.1 Preparing Your Marketing Strategy
- 11.2 Implementing Your Marketing Strategy

Preparing Your Marketing Strategy

Contributing to corporate goals, what direction are we heading in? and who are we targeting?

Course aims

To enable learners to explore and answer key strategic business questions with the help of analytical marketing tools and provide frameworks to help them determine their business direction.

Who will benefit?

Middle management and senior marketers, sector, category or business managers, marketing & sales managers and those with responsibility for strategic business planning.

Why should you attend?

- To provide you with focus, direction and purpose for your product/service.
- To discover how to analyse your market using different tools and techniques thereby increasing the quality of strategic decision making.
- To determine how to reach target markets successfully

Key content

Unit 1 - Vision, Mission and Strategic Direction

- Determining purpose of the product or service within the context of organisational goals and objectives - Vision and Mission statements for the brand/product/sector
- Reviewing alternative ways to grow (Ansoff)
- Using product life cycles, portfolio analysis and competency models to help determine direction
- Information and frameworks needed for good marketing analysis (Yada's 12Cs model)
-

Unit 2 - Determining Sustainable Competitive Advantage

- How to segment and agree your target market.
- Determining your Competitive Advantage and positioning your offering
- Understanding the competitive nature of your markets (5 forces)
- Ways to compete in the marketplace (Porter)
- Diagnose areas for market improvement using detailed analysis of Yada's 12 Cs framework

Duration

9.30am to 4.30pm

Implementing Your Marketing Strategy

Where do we want to be and how will we know if we are on track?

Course aims

To enable participants to set marketing goals, prioritise according to overall business objectives and deploy a sound framework for managing, monitoring, and controlling marketing activities. It also helps learners to determine suitable methods for evaluating campaigns.

Who will benefit?

Middle management and senior marketers, sector, category or business managers, marketing & sales managers and those with responsibility for strategic business planning.

Why should you attend?

- If you need help identifying goals and targets for your product/brand /category, this course will help you to achieve this.
- If you want to learn how to structure a great Marketing Plan, develop coherent marketing activity programmes and identify the necessary controls and contingencies, this course provides the techniques.
- If you would like to improve the performance of your marketing activities through careful evaluation methods, this course will show you different measures you can use.

Key content

Unit 1 - Determining and prioritising business and marketing objectives

- Using Key Issues to help identify goals
- Understanding the hierarchy of objective setting and how these translate into strategies
- Determining key Marketing Objectives (derived from Business Objectives)
- Writing realistic and usable (SMART) marketing objectives

Unit 2 - Setting realistic action plans, campaigns, budgets and evaluating the effectiveness of the marketing activity

- Structuring a Marketing Plan
- Sequencing activities according to objectives, budgets, other resources and constraints
- Controls and contingencies

Duration

9.30am to 4.30pm

Reasons to Choose Oxford College of Marketing

Credentials

- There is no doubt that a marketing team, CIM qualified from the right College, will contribute significantly towards the success of your business.
- Oxford College of Marketing has been training professional marketers for over 7 years at its centres in Oxford, Reading and Brighton. Its reputation is built upon outstanding results from the CIM (Chartered Institute of Marketing) courses and its professional service.
- The college uses a network of professional trainers who are both specialist practitioners in their field and experienced in training and programme delivery.
- CIM qualifications at all levels can also be delivered in-house and where 4 or more staff are being trained, this can be very advantageous.

Flexibility of Delivery

- The increasingly demanding pace of busy marketing departments and our working lives means that flexibility is key.
- Each course is divided into **UNITS**. Many of our clients have found it advantageous to book a series of short (3 hour) blocks running over several weeks. Each **UNIT** is approximately 3 hours
- Flexible formats for delivery include:
 - ⇒ Breakfast sessions: 8am to 11am
 - ⇒ Lunchtime sessions: 11.30am to 2.30pm
 - ⇒ Teatime sessions: 4.30pm to 7.30pm
- This flexibility means that there is minimum disruption to the day and delegates can review learning week by week for maximum benefit.

On-line Support and Follow Up

- Oxford College of Marketing uses a specialist on-line student support system which provides all delegates with their course materials, extra reading, ideas for practical applications and exercises. When a student enrolls for a course, they will automatically be given access to a designated area of this system.
- Delegates can have an email follow up and support with the trainer following a programme making full use of the functionality of the On-line Support system.

Next Steps

If you have seen a course which is of interest to you or your staff, please telephone or email Liz Barnes on 01444 454988 or Liz@oxfordcollegeofmarketing.ac.uk
Rosie Phipps on 01865 515255 or Rosie@oxfordcollegeofmarketing.ac.uk

If you have other marketing training requirements that are not shown in this brochure, it is highly likely that we have material and trainers that could develop a course to meet your needs. Please just give us a call anyway to chat it through and we will be happy to advise you.

We look forward to becoming your Marketing Training Partner.