

# Marketing & PR

Get the essential skills and training in marketing and PR right here. Achieve tangible results with tools, tactics and techniques from the experts.



Marketing &  
PR

## WHO IS IT FOR?

- This course is for those involved in the product development process from idea generation to implementation; specifically marketing professionals, product managers and those responsible for generating new product ideas.
- All those new to the marketing function will benefit from attending, as will members of staff who are customer facing and need to be aware of consumer and marketing principles

## WHAT WILL YOU GET OUT OF IT?

- Increase returns on investment by successfully segmenting, profiling and targeting your customers
- A good grasp of marketing terminology
- The steps to undertake a marketing audit
- A marketing plan for your organisation

Book now

- +356 21322314/5
- INFO.MALTA@REEDGLOBAL.COM
- WWW.REEDLEARNING.COM.MT

What's more...

CMI accredited



Endorsed by the ILM



Law Society accredited



# Marketing & PR

Marketing and PR



## WHO IS IT FOR?

This course is for all those involved in the development of marketing plans. It will suit those managing smaller businesses needing to review their marketing strategy or marketing managers from larger organisations

All those new to the marketing function will benefit from attending, as will members of staff who are customer facing and need to be aware of consumer and marketing principles

Secretaries, PAs or administration staff who work in marketing teams or regularly interact with that department

This course is for those involved in the product development process from idea generation to implementation; specifically marketing professionals, product managers and those responsible for generating new product ideas.

## WHAT IS IT ABOUT?

Demystify internet marketing. This course will open the door to the benefits and cost efficiencies that can be had from online marketing. It will teach how to optimise your search engine rankings through effective SEO (search engine optimisation), drive traffic to your site through online promotions, email campaigns and pay per click (PPC) advertising, the promotion techniques available for effective Internet marketing, and crucially, how to measure the results

This course helps you get to grips with marketing terminology and theory. The course sets out how your role and the marketing department fit into the wider organisation. Delegates will get good grounding in marketing theory and practice to increase their competence and confidence in dealing with colleagues, suppliers and clients.

## WHAT WILL I GET OUT OF IT?

A good grasp of marketing terminology

Skills to choose the correct marketing tools for your organisation

A clearer understanding of marketing to benefit your organisation

The steps to undertake a marketing audit

Clear measurable objectives for your marketing

## WE OFFER THE FOLLOWING COURSES ON MARKETING & PR.

Search Engine Optimisation Courses:

Search engine optimisation

**Marketing & PR Courses:**

**Developing successful products - Customer relationship management - Effective internet marketing - Marketing for the PA and Administration personnel - Strategic marketing planning**



# Courses Programme

Marketing & PR

Courses dates and time can be found on our website. Course notes are always included.

Some of our courses available are listed below. Other courses information can be viewed through our website.



**TO DISCUSS WHETHER THIS COURSE IS RIGHT FOR YOU, CALL OUR CUSTOMER SERVICE TEAM ON +356 21322314/5**

## Developing Successful Products

### Course Overview

- Adopt a proven product development framework - strategic steps in the development of new products
- Product life process - overview of each stage of the cycle
- Insight - idea generation; maximising idea sources; creative thinking and practical tools for generating ideas
- Research - Making the most of your information sources; ensuring you reach the right people; testing the market effectively; avoiding common pitfalls; analysing the results
- Birth - launching strategies; identifying PR and marketing opportunities

## Customer Relationship Management

### Course Overview

- Define customer relationship management to understand what it involves
- Improve the way your clients perceive the service they receive
- Handle complaints and problems using a model for service recovery
- Learn from the experts to benchmark your own organisation against the CRM leaders
- Highlight the moments of truth in service delivery, as they are perceived by clients
- Understand the role of information systems in CRM
- Empower and motivate customer service

## Introduction to Marketing Course Overview

- Definitions and origins of marketing
- Differences between Product-led, Sales-led and Marketing-led organisations
- Free markets: supply and demand. External influences what is marketing?
- The extra Ps: the service marketing mix
- Competitive advantage and unique selling points
- Features, advantages, benefits (FAB): understanding your customers
- Forecasting life cycles, the Boston Matrix, Ansoff & Porter models
- Relationship Marketing and Pareto's Law

## Marketing for the PA and administration personnel

### Course Overview

- How marketing works with the rest of the organisation
- Basic marketing theory
- The marketing mix and using promotional tools
- Simple marketing planning tools
- Applying live examples
- Working with agencies
- Key marketing roles
- Terminology and definitions a summary



Course title

Marketing & PR

Duration & cost

Courses are held at out offices Ta' Xbiex

Code

Dull but important – This is your personal code, please quote it when booking

**Marketing**

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Call us to book your place on  
**+356 21322314/5** Book online at  
**www.reedlearning.com.mt**

#### FOUR MORE GREAT REASONS TO ATTEND OUR MARKETING & PR COURSE

- 1. NO OTHER MANAGEMENT COURSE OFFERS YOU SO MUCH THEORY AND PRACTICAL ADVICE.**
- 2. THIS IS THE MALTA'S TOP SELLING PROGRAMME FOR NEW MANAGERS**
- 3. ALL DELEGATES WILL GET E-LEARNING FOLLOW-UPS TO SUPPORT THEIR LEARNING**

#### SPACES ARE AVAILABLE NOW

You'll find the next scheduled dates online at [www.reedlearning.com.mt](http://www.reedlearning.com.mt) Alternatively, our customer services team are waiting to speak to you on **+356 21322314/5** If you prefer, email any questions to [info.malta@reedglobal.com](mailto:info.malta@reedglobal.com) Call us today to book your place on this course.

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#### WHY CHOOSE REED LEARNING?

**We are the Malta's leading business training company – with many more business, management and personal development programmes than any of our competitors**

**Reliable** More of our delegates would recommend us to a friend or colleague.

**Professional** All courses are taught by experienced and qualified persons

**Friendly** The most generous loyalty discounts in the industry, and you can attend your course again .

**Visit our website** [www.reedlearning.com.mt](http://www.reedlearning.com.mt) for details of other courses like Introduction to Management, including:

- Introduction to supervision & team leadership
- People & team management
- Essentials of management
- The five-day management programme

#### FREQUENTLY ASKED QUESTIONS

**Q Where will my course be held?**

**A** Courses are held in our offices at Ta' Xbiex Malta

