



Fire Your Consultant and Become Expert on Marketing Communication



About YALE

YALE Consultancy Sdn Bhd is an international professional service firm in Malaysia. The organisation is a dynamic practice providing professional services in research and development, training, corporate and management consultancy and coaching to its clients. Our objective is to provide a high standard of professional practice in every field for every one of our clients.

Course Synopsis

This course is specially designed for marketing professionals, entrepreneur and business people who would like to learn the concept of marketing mix. There are two main sessions in this module. The first part is the background to the communication process and the second part is the marketing tools. Integration of marketing communication tools are introduced including selling and sales management, advertising, direct marketing, publicity and public relationships, sponsorships, exhibitions, packaging, e-marketing and others. New concept of marketing communication is introduced to students to enhance their skills in workplace.

Contact Us

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Objectives

- To introduce to students the various types of media of communication mix.
- To equip with students new world of advertising and promotion.
- To train students to apply to the principle of communication mix so they can supervise and plan a successful marketing strategy.

Benefits

- Plan a more effective advertising to enhance sales
- Plan more effective promotion methods to enhance sales
- Enhance your knowledge on marketing communication

Who Should Attend

Marketers, Sales Executives, Marketing Manager, Business Consultant, Company Secretary, Academician, Researchers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge in marketing

Course Method

This course is highly interactive, inspiring and packed with fun. It consists of a lively mix of group work, discussions on case studies, and practical examples.

Method of payment

Bank made payable to (please attach a copy of payment slip)
Payee Name: Yale Consultancy Sdn Bhd

Programme Outline

The lecturer concerned may start the class with a lecture of the topic. This will be followed by the class practical and case studies of the specific issues.

Weeks	Assignments
Day 1	Marketing and the integrated communication mix The marketing communications plan Communication Theory Buying Behaviour
Day 2	The Media The Changing Communication Environment International Marketing Selling and Sales Management
Day 3	Advertising Sales Promotions Direct Marketing Publicity and Public Relations
Day 4	Sponsorship Exhibitions Packaging
Day 5	Merchandising Word of Month e-Marketing
Day 6-14	Practical Training on Marketing Communication
Day 15	Submission and presentation