

THINK: APM
TRAINING INSTITUTE



AUSTRALIAN
MARKETING
INSTITUTE

FOUNDATION MARKETING COURSES

FEBRUARY - NOVEMBER 2008

SYDNEY MELBOURNE BRISBANE ADELAIDE HOBART PERTH

- Principles of Marketing
- Creating and Implementing Effective Marketing Plans
- Event Management: Introduction





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Principles of Marketing

- Marketing, advertising, selling and PR - what is the difference?
- Components of the marketing mix
- Market research, branding and positioning
- Market segmentation and targeting
- Types of product and distribution channels
- Positioning and brand values
- Product mix, packaging and pricing strategies
- Implementing marketing programs

2008 COURSE SCHEDULE

PRINCIPLES OF MARKETING

SYDNEY	25 - 26	FEBRUARY
BRISBANE	6 - 7	MARCH
MELBOURNE	11 - 12	MARCH
PERTH	7 - 8	APRIL
HOBART	5 - 6	MAY
SYDNEY	22 - 23	MAY
ADELAIDE	2 - 3	JUNE
BRISBANE	14 - 15	AUGUST
MELBOURNE	8 - 9	SEPTEMBER
PERTH	11 - 12	SEPTEMBER
SYDNEY	15 - 16	SEPTEMBER

FURTHER INFORMATION

TEL: 1300 737 445

WEBSITE: www.ami.org.au

This course is delivered by APM Training Institute



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Creating and Implementing Effective Marketing Plans

- The marketing environment and the marketing planning process
- Customers, segments, needs and wants
- Marketing objectives and strategies
- Positioning through the marketing mix
- Communications plans and action plans
- Implementing, tracking and evaluation
- Communicating your plan and gaining buy-in

It is recommended that participants have a basic knowledge of marketing concepts or have attended the Principles of Marketing workshop.

2008 COURSE SCHEDULE

CREATING AND IMPLEMENTING EFFECTIVE MARKETING PLANS

SYDNEY	3 - 4	APRIL
BRISBANE	28 - 29	APRIL
MELBOURNE	12 - 13	MAY
PERTH	15 - 16	MAY
HOBART	19 - 20	JUNE
ADELAIDE	3 - 4	JULY
SYDNEY	14 - 15	JULY
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Event Management: Introduction

- An overall approach to managing events
- Creating event documents to keep your event on track
- Examining the roles of event stakeholders
- Creating an event vision and mission statement
- Exploring the event process from concept to evaluation
- Understanding the risk management process to protect yourself as the event manager and ensure the safety of the event attendees
- Creating the event budget - event sponsorship and financing

2008 COURSE SCHEDULE

EVENT MANAGEMENT: INTRODUCTION

SYDNEY	3 - 4	MARCH
HOBART	26 - 27	MAY
MELBOURNE	29 - 30	MAY
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Course Information

HOW ARE THE COURSES RUN?

You will be in a small class and be part of an interactive adult learning environment that runs for two full days from 9.00am - 4.30pm.

HOW MUCH DO THE COURSES COST?

AMI member fee: \$790 (INC GST)

AMI non-member fee: \$890 (INC GST)

HOW DO I ENROL?

Simply fill in the application form and send it with your payment to:

Foundation Courses
Australian Marketing Institute
PO BOX 7443
MELBOURNE VIC 3004
FAX: 1300 131 468

COURSE LOCATIONS

ADELAIDE	Rendezvous Allegra Hotel 55 Waymouth Street ADELAIDE SA 5000 TEL: 08 8115 8888
BRISBANE	Novotel Brisbane 200 Creek Street BRISBANE QLD 4001 TEL: 07 3309 3309
HOBART	Mercure Hotel Hobart 156 Bathurst Street Hobart TAS 7000 TEL: 03 6232 6255
MELBOURNE	Rendezvous Hotel 328 Flinders Street MELBOURNE VIC 3000 TEL: 03 9250 1888
PERTH	Novotel Langley 221 Adelaide Terrace PERTH WA 6000 TEL: 08 9221 1200
SYDNEY	APM Training Institute Northpoint Level 10, 171 Pacific Highway NORTH SYDNEY NSW 2060 TEL: 02 9954 7377

Each course qualifies for a maximum of seven (7) hours structured professional development for each day of attendance, under the Professional Maintenance Program (PMP) of the Certified Practising Marketer (CPM) Program.



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FOUNDATION MARKETING COURSES



About the Course Teachers

Only industry practitioners, who are currently involved in the areas being taught, will teach you. That way you can be assured of relevant, practical and up-to-date coverage of the topic.

ANDREW MASHMAN

Andrew is a seasoned marketing professional who is also a skilled educator and facilitator. After a career working in senior marketing positions across Fortune 500 companies, Andrew now spends his time consulting to various businesses and providing marketing skills to up-and-coming marketers. Andrew will be one of the facilitators for **Principles of Marketing** and **Creating and Implementing Effective Marketing Plans**.

LUKE ROBINSON

Luke is APM's Faculty Head of Events and Business Skills, a role that sees him utilising the skills gained from a decade in the events and entertainment industries. As well as a popular lecturer at APM Training Institute, Luke is actively involved in the event industry peak bodies to help progress education issues within the industry. He is Chairman of the Festivals and Events Association. Luke will be running **Event Management: Introduction**.

JOANNE COWAN

As National Advertising Manager for a leading business-to-business publication called INSTYLE Magazine, Joanne is constantly involved in creating advertising strategies to link with her clients' marketing plans. Joanne's background is in national sales and marketing roles in both B2B's and FMCG's. Joanne will be running **Principles of Marketing** and **Creating and Managing Effective Marketing Plans** in conjunction with Andrew.

AMANDA BULL

Amanda is APM's Faculty Head of Marketing & PR. She has extensive experience in creating and developing strategic marketing programs to the corporate sector. Amanda is known for energetic and fast-paced workshops. She will be one of the facilitators for **Principles of Marketing**.

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About the Australian Marketing Institute

The Australian Marketing Institute (AMI) is the membership body for professional marketers. Its key objectives are to provide representation and professional development for marketers and to advance the practice of marketing as a critical value-adding activity.

As a professional AMI member, you will benefit from the programs available to you, from the opportunities for continuing education and development, from the advocacy of the Institute and from sharing ideas and knowledge with fellow professionals. Corporate Membership and Corporate Professional Development packages are also available.

The Australian Marketing Institute also offers the Certified Practising Marketer (CPM) Program. CPM is the marketing profession's performance measure and the industry's benchmark.

CONTACT INFORMATION

Membership Services

AUSTRALIAN MARKETING INSTITUTE

PO Box 7443

Melbourne VIC 3004

Tel: 1300 737 445

Fax: 1300 131 468

Email: membership@ami.org.au

Website: www.ami.org.au



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER



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FOUNDATION MARKETING COURSES



About APM Training Institute

APM Training Institute is Australia's leading specialist provider of Marketing, Public Relations and Event Management education.

For over 20 years, APM has been helping people start and progress their careers. APM provides a realistic link between the worlds of learning and business.

Students can determine their own learning experience by participating in as much or as little of the activities APM offers.

In addition to APM's academically rigorous approach to learning, students choose APM for their:

- Innovative, nationally recognised and industry endorsed qualifications
- Lecturers who are industry practitioners as well as educators
- Accelerated pathways into careers
- Small class sizes and individual attention.

CONTACT INFORMATION

APM TRAINING INSTITUTE

Northpoint

Level 10, 171 Pacific Highway

North Sydney NSW 2060

Tel: 02 9954 7377

Fax: 02 9954 7311

Website: www.apm.edu.au

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Course Feedback from Past Participants

"I found the course and presenter incredibly informative and helpful. I will be taking a lot of what I learnt back to work and implementing it straight away."

PRINCIPLES OF MARKETING PARTICIPANT

"Outstanding! The quality and amount of information we were given over only two days was incredible."

EVENT MANAGEMENT: INTRODUCTION PARTICIPANT

"Provided me with an opportunity to increase skills in the planning process and I gained a greater understanding of the theory behind good planning."

CREATING & IMPLEMENTING EFFECTIVE MARKETING PLANS PARTICIPANT

2008 COURSE PROGRAM

- Principles of Marketing
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REGISTRATION FORM OVERLEAF

FURTHER INFORMATION

TEL: 1300 737 445

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FOUNDATION MARKETING COURSES

REGISTRATION FORM

Refer to the schedule below and indicate the courses you would like to register for by placing a cross to the left of the course eg: [x] Where courses have multiple choices of location, please be sure to mark the correct one.

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Cancellation policy: A full refund or offer to transfer to another course will be made for cancellations received two (2) weeks prior to course commencement. Unfortunately, no refund or alternative seminar offer can be made after that date, though a substitute delegate would be welcomed. APM reserves the right to cancel the above courses should minimum numbers not be achieved. In this event you will be able to transfer to another course or receive a full refund for courses not completed. Please note that the full payment is required before the course commences.

Customised Courses: APM can customise courses to suit the specific needs of your organisation. Call (02) 9954 7377 for further information.

Qualifications: For those people seeking tertiary qualifications in Marketing, Public Relations or Event Management, APM provides a number of evening Certificate and Diploma courses.



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To register more than one person, please photocopy this registration form.

YOUR DETAILS

Title *First Name(s)*

Surname

Position

Organisation

Business Address

Suburb State Postcode

Tel Fax

Mobile

Email

Industry

AMI Membership: [] Yes, I am an AMI member [] Non AMI member

How did you hear about these courses?

PAYMENT DETAILS *(Please enclose the appropriate amount)*

Australian Marketing Institute ABN 30 000 026 586

This form constitutes a Tax Invoice upon receipt of payment.

COURSE FEES

AMI member fee: \$790 *(INC GST)*

AMI non-member fee: \$890 *(INC GST)*

PAYMENT AMOUNT [\$]

[] PLEASE INVOICE MY COMPANY

[] CHEQUE *(Payable to 'Australian Marketing Institute')*

[] CREDIT CARD [] AMEX [] VISA [] MASTERCARD

Credit Card Number Expiry

Name on Card

Signature

SEND YOUR REGISTRATION FORM TO

FAX: 1300 131 468

POST: Foundation Courses
Australian Marketing Institute
PO BOX 7443 MELBOURNE VIC 3004

TEL: 1300 737 445

EMAIL: events@ami.org.au

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FEBRUARY - NOVEMBER 2008

SYDNEY MELBOURNE BRISBANE ADELAIDE HOBART PERTH



These short courses have been specifically designed to meet the needs of business professionals who are seeking to improve their marketing skills. Prior marketing qualifications are not essential.



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