Introduction to Marketing and Digital Marketing & Social Media

Cambridge Marketing College is offering two FREE half day taster sessions on 2nd July 2014.

In the morning you can attend a seminar introducing you to marketing. In the afternoon we will present the essentials of digital marketing.

Booking is essential.

Introduction to Marketing

What’s it about?
This course is designed to introduce you to the subject and explain the basic concepts of marketing, as well as some of the key terms and the practicalities of implementing a marketing communications plan.

Learning Objectives
At the end of the course you will:

- Have a basic understanding of what marketing is and how it evolved
- Understand the need for market segmentation and effective targeting
- Be able to prepare an outline marketing communications plan and use the tools of marketing, known as the Marketing Mix

Schedule
9:30am – 12:30pm

What will the seminar cover?
- The evolution and role of marketing
- Understanding customers
- The basics of segmentation, targeting and positioning
- The Marketing Planning Framework
- The Marketing Mix
- Promotional tools
- Campaign Planning

Introduction to Digital Marketing & Social Media

What’s it about?
This seminar will provide you with an introduction to many of the tools of digital marketing.

Learning Objectives

- Appreciate the development of digital marketing and how it’s changing everything we do
- Relate digital marketing techniques to the basic principles of marketing
- Develop an awareness of the digital impact on each element of the Marketing Mix
- Understand the ‘customer journey’
- Understand the range of tools available for digital marketing and how they can be implemented

Schedule
2:00pm – 4:00pm

What will the seminar cover?

- Significance of the digital dimension in marketing today
- Overview of toolkit: acquisition, conversion and retention
- Websites: current practise in websites: good and bad
- Advertising, mobile, social media typology and examples from social networking platforms
- Social media issues: when it works and when it doesn’t

Location: Murrayfield Experience, Murrayfield Stadium, Edinburgh EH12 5PJ
Who's teaching it?
Charles Nixon
MBA FCIM FCAM FRSA FCMC
Chartered Marketer

Charles is Chairman and a founding Director of Cambridge Marketing Colleges and consults in marketing for high technology and publishing companies. He is a former member of the CIM's International Board of Trustees and is President of the CIM Cambridgeshire Branch.

Charles has an MBA from Warwick Business School. He is an experienced tutor and delivers courses across all levels of the CIM and CAM qualifications.

Who's teaching it?
Mark Connolly
BA Hons, MCMI, MCIM
Inbound Marketing Certified

Mark has over nine years experience in marketing and communications, leading departments at various multi-national organisations and SMEs. He has established expert knowledge on all elements of digital marketing and public relations. Mark currently works as an Online Marketing Specialist for leading software provider Eureka Solutions, where he focusses on Public Relations, Demand Generation, Online Marketing and Event Management.

Mark gained his BA Honours degrees from the Paisley University and is currently studying to become a Chartered Marketer. He teaches at our Edinburgh Study Centre.

Application Form - Edinburgh

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<td>Introduction to Digital Marketing &amp; Social Media</td>
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Please note that Cambridge Marketing College reserves the right to charge a £25 fee for non-attendance.

Attendee 1

Email address
Organisation
Type of Organisation
Address
Postcode
Tel

Attendee 2

Email address
Organisation
Type of Organisation
Address
Postcode
Tel

Where did you hear about this event?

You will receive a confirmation of your booking.

Please return this form to Liz Hamilton by email or post it to: Cambridge Marketing College Research & Administration Centre, Cygnus Business Park, Swavesey CB24 4AA

Tel: 01954 234 940  Fax:01954 234950  Email: liz@marketingcollege.com