



Date of Commencement: 21 July 2011
 Duration: 4 months
 Day: Thursdays
 Time: 7.00pm – 9.30pm
 Venue: IACT College
 Registration Fee: RM200 per participant
 Course Fees: RM850 per participant
 HRDF Training Grant SBL



This course covers all the essential steps for an effective advertising campaign.

Pre-requisite:

Participants need to have a basic understanding of Advertising Principles before taking this course

Objectives:

Upon completion of this course, participants will:

- have adequate practical understanding of the elements involved in the process of marketing communication planning for local and international market.
- be able to critically examine the components in a Marketing Communications plan, the media, creative and research and be able to evaluate the plan objectively.
- have an in-depth working knowledge of the structure of an effective organisation for advertising departments and that of an Advertising Agency.

Contents:

- Campaign Planning within the Integrated Marketing Communications Context
- Campaign Planning (Local & International)
- The Promotional Mix
- Research and Evaluation
- Organisation
- Presentation

Suitable for executives and personnel who need to understand how campaigns are put together