



Date of Commencement: 18 July 2011

Duration: 4 months

Day: Mondays & Fridays

Time: 7.00pm - 9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fees: RM1,700 per participant

HRDF Training Grant: SBL



- ▶ marketing communications I & II (sales promotion, direct marketing & public relations)

*sales promotion*

**T**his subject provides participants with in-depth knowledge of Sales Promotion and its practical applications.

### Objectives:

Upon completion of this course, participants will have:

- an understanding of the role of sales promotion and its terminology.
- knowledge of how research can help in the development of sales promotion methods.
- an understanding of the different types of sales promotions, their uses, advantages and disadvantages.
- an understanding of the statutory and self-regulatory control concerning sales promotion techniques.
- a practical understanding of how to apply sales promotion techniques.

### Contents:

- Introduction to Sales Promotion
- The Roles of Sales Promotion Techniques and Sales Promotion Terminology
- Approach to Sales Promotion
- The Role of Research
- Sales Promotion Techniques
- Types of Consumer Promotion/Continuation of Types of Consumer Promotion
- Trade Promotion
- Statutory and Self-Regulatory Controls
- Post Promotion Analysis



## *direct marketing*

**T**his subject provides participants with comprehensive knowledge of Direct Marketing and its practical applications.

### **Objectives:**

Upon completion of this course, participants will have:

- an understanding of the role of direct marketing and its terminology.
- knowledge of how research can help in the development of direct marketing methods.
- an understanding of the different types of direct marketing, their uses, advantages and disadvantages.
- an understanding of the statutory and self-regulatory control concerning direct marketing techniques.
- a practical understanding of how to apply direct marketing techniques.

### **Contents:**

- Introduction to Direct Marketing & Database Marketing, Structure & Management
- Importance of the Offer Selection & Selling Merchandise
- Electronic Media - Broadcast Magazine, Newspaper, Telephone Marketing
- Mailing List, Mail Packages, Catalogues
- Lead Generation Programme, Mathematics & Testing
- Direct Marketing in Total Mix, Review



## *public relations*

**P**articipants are exposed to the concept of Corporate Communication, the role and function of Public Relations in Corporate Communication; the general practice and specific skills in the management of corporate reputation.

### **Objectives:**

- to expose students to the understanding of Public Relations Theories and Practice.
- to introduce the importance and place of Public Relations as management function.
- to increase the understanding of Public Relations practice through case studies and class assignments.
- to enhance the creative ability amongst students in solving Public Relations problems.

### **Contents:**

- Theories and Concepts in Public Relations
- Public Relations Processes
- The Tools of Public Relations
- Practice of Public Relation

**Suitable for executives and personnel who need to understand the power of integrated communication**