

Impressive Marketing Plans – on a Small Budget

Delegates' comments about this course include:

'Even if you have worked in marketing for years, this course will ensure you return refreshed and with new ideas to bring to your job.'

Delegate from British Museum Press

'The workshop [was] exactly what I was hoping for. Clear, practical, relevant, informative – I'm looking forward to putting what I learned into practice.'

Delegate from The Policy Press

Expectations of authors (and of editors) can be high when it comes to marketing, yet often time and money to spend on a given product are in short supply. This workshop is for anyone who recognises this dilemma. It is designed to help you capture the value of all areas of marketing activity and present them in the most positive and professional light to others, even if resources are limited.

Includes:

- The Marketing Mix, the 4Ps, and how it all applies in the real world
- The key activities and how to make use of them cost-effectively
- Costing it out, and how it relates to the budget
- Marketing plan 'blueprints'
- Getting the best from authors and the value of author questionnaires
- How to sell a small budget plan to a big author ego
- Planning to analyse results.

Course tutor

Rachel Maund takes particular pleasure in devising marketing plans that cost next to nothing, making her perfect material for a lifetime career in publishing. She's guaranteed to offer pragmatic advice whatever your sector or budget.

What's the day like?

It's a mix of tutored sessions on the 'why' and the 'how' of planning and budgeting, and short exercises to get delegates thinking creatively. The starting assumption is that participants' marketing budgets are small and that time is in short supply.

Who should attend?

Anyone with the new responsibility of marketing for a specific list, especially in academic, STM or professional markets, or anyone who has tended to shelve the 'planning' through lack of time.

Course dates:

NEW DATE: 25 May 2010 London
28 October 2010 Oxford

£375 + VAT
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**CHECK AVAILABILITY NOW ON 020 8977 2741, OR
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www.marketability.info/marplan.html**