

Exclusive to Marketability – early booking recommended!

Academic Marketing Workshop

'I thought it was a great introduction to the industry ... it was fantastic to have an overall introduction which was very in-depth.'

Delegate from World Scientific

'A fantastic course! Everything you need to do successful academic marketing, lots of practical things to take away with you.'

Delegate from Oxford University Press

What do lecturers and librarians want from publishers today? Much of our marketing has shifted across to the web in recent years, but how much has this been in response to what the market actually wants? And how do we judge the balance and relative efficacy of offline activities such as textbook print mailings, or attending conferences? Most publishers are uneasily trying to 'do it all' without feeling confident that they're still in tune with the needs and preferences of their audiences.

This workshop will give you that confidence by explaining how the sector is structured today, the factors governing how academics and libraries choose what books to buy, and by showing how large and small publishers are responding with excellent practice, giving you both the context and the practical tools to take back to the office.

Includes:

- How universities and their libraries are typically structured. Where are the decision-makers? Who holds the purse-strings?
- New student information resources, from the web through to coursepacks
- What lecturers and librarians tell publishers they want
- Case examples of 'ideal' textbook marketing and reference marketing plans
- Where face-to-face selling, direct mail, conferences, e-marketing and academic review coverage fit – and tips for doing them effectively
- Exercises on devising a marketing strategy for two titles brought by delegates.

Course tutors

Regular tutor **Rachel Maund** is joined by **Shannon Moore**, International Marketing Director, Pearson eCollege. They decline to reveal the number of decades of experience they have in this area ...

Who should attend?

Marketing Executives and Managers, and Editors in academic publishing wanting an excellent market overview. The course focuses on books and other non-serial product.

What's the day like?

An insight into the realities of the academic sector and a great confidence-boost.

Course dates:

16 March 2010

Oxford

£375 + VAT

23 September 2010

London

£375 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR
EMAIL rachel@marketability.info
www.marketability.info/academic.html**