



DEVELOP, EXECUTE AND EVALUATE ADVERTISING CAMPAIGNS (1.5 DAYS)

LEVEL: Mid-level Managers

PRICE: \$350



leads to
diploma

PROGRAM OVERVIEW

Advertising is a vast field, going beyond putting logos and fancy pictures over a place. To advise marketing staff and managers, help them to drive results out of their advertising campaigns, and understand better what their customers expect from them, we designed this CLPD course. It is recommended for advertisers and marketers who must create efficient, effective and profitable advertising campaigns.



OBJECTIVES

By the end of this program participants will be able to:

- Understand the concept of integrated advertising campaign
- Conceptualize an advertising campaign
- Define objectives and KPIs
- Identify key messages
- Select the most appropriate advertising channels
- Schedule a plan of actions
- Execute an advertising campaign
- Track results and learn from them

TRAINING METHODOLOGY

- Instruction by an expert facilitator
- Practical illustrations
- Interactive classes
- Group discussions
- Simulations
- Case studies

COURSE MODULES

- Secrets of successful integrated advertising campaigns
- Marketing in a digital age
- Strategy and planning
- Identifying channels
- Defining messages and content
- Campaign execution: scheduling, allocating resources, enhancing the visibility
- Campaign evaluation: KPI, integration within the buyer's journey, tools

PREREQUISITES

There are no pre-requisites for this course

CERTIFICATE

Upon successful completion all participants will receive a certificate recognized by the American University of Phnom Penh



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