



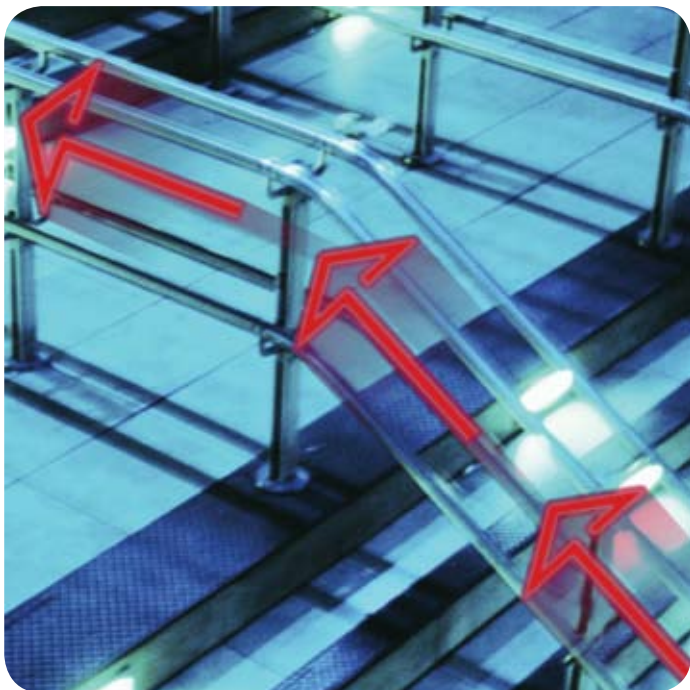
AUSTRALIAN
MARKETING
INSTITUTE

FOUNDATION MARKETING COURSES

FEBRUARY - DECEMBER 2007

SYDNEY MELBOURNE BRISBANE HOBART PERTH

- PRINCIPLES OF MARKETING
- CREATING AND IMPLEMENTING EFFECTIVE MARKETING PLANS
- EVENT MANAGEMENT: INTRODUCTION





AUSTRALIAN
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PRINCIPLES OF MARKETING

- Marketing, advertising, selling and public relations - what is the difference?
- Defining the elements of marketing
- Components of the marketing mix
- Market research
- Branding and positioning
- Market segmentation
- Targeting
- Distribution channels
- Types of product
- Product mix
- Pricing strategies
- Promotion tools
- Implementing marketing programs

2007 COURSE CALENDAR

PRINCIPLES OF MARKETING

SYDNEY	26 - 27	FEBRUARY
MELBOURNE	10 - 11	MAY
PERTH	14 - 15	MAY
SYDNEY	21 - 22	JUNE
MELBOURNE	11 - 12	OCTOBER
BRISBANE	15 - 16	OCTOBER
SYDNEY	25 - 26	OCTOBER

FURTHER INFORMATION

TEL: 02 9954 7377

WEBSITE: www.apm.edu.au/shortcourses

This course is delivered by the APM Training Institute

FOUNDATION MARKETING COURSES



CREATING AND IMPLEMENTING EFFECTIVE MARKETING PLANS

- The marketing planning process
- Marketing objectives, strategies and plans
- Customers, segments, needs and wants
- Positioning through the marketing mix
- Factors driving the organisation
- Action plans
- Implementation, tracking and evaluation
- Communicating your plan and gaining buy-in

It is recommended that participants have a basic knowledge of marketing concepts or have attended the Principles of Marketing workshop.

2007 COURSE CALENDAR

CREATING AND IMPLEMENTING EFFECTIVE MARKETING PLANS

BRISBANE	3 - 4	MAY
SYDNEY	24 - 25	MAY
MELBOURNE	4 - 5	JUNE
SYDNEY	22 - 23	NOVEMBER
MELBOURNE	26 - 27	NOVEMBER

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CONFERENCE CENTRE

EVENT MANAGEMENT: INTRODUCTION

- An overall approach to managing events
- Creating event documents to keep your event on track
- Examining the roles of event stakeholders
- Creating an event vision and mission statement
- Exploring the event process from concept to evaluation
- Understanding the risk management process to protect yourself as the event manager and ensure the safety of the event attendees
- Creating the event budget - event sponsorship and financing

2007 COURSE CALENDAR

EVENT MANAGEMENT: INTRODUCTION

SYDNEY	8 - 9	MARCH
MELBOURNE	12 - 13	APRIL
SYDNEY	14 - 15	JUNE
HOBART	9 - 10	JULY
BRISBANE	12 - 13	JULY
SYDNEY	13 - 14	SEPTEMBER
PERTH	22 - 23	OCTOBER
MELBOURNE	8 - 9	NOVEMBER
SYDNEY	6 - 7	DECEMBER

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HOW ARE THE COURSES RUN?

You will be in a small class and be part of an interactive adult learning environment that runs for two full days from 9.00am - 4.30pm.

HOW MUCH DO THE COURSES COST?

AMI member fee: \$790 *(INC GST)*

AMI non-member fee: \$850 *(INC GST)*

HOW DO I ENROL?

Simply fill in the application form and send it with your payment to:

AMI Seminars

APM Training Institute

213 Miller Street

NORTH SYDNEY NSW 2060

FAX: 02 9954 7311

COURSE LOCATIONS

SYDNEY APM Training Institute
213 Miller Street
NORTH SYDNEY NSW 2060
TEL: 02 9954 7377

MELBOURNE Rendezvous Hotel
328 Flinders Street
MELBOURNE VIC 3000
TEL: 03 9250 1849

BRISBANE Novotel Brisbane
200 Creek Street
BRISBANE QLD 4001
TEL: 07 3309 3372

HOBART Mercure Hotel Hobart
156 Bathurst Street
Hobart TAS 7000
TEL: 03 6232 6252

PERTH Novotel Langley
221 Adelaide Terrace
PERTH WA 6000
TEL: 08 9425 1778

Each course qualifies for a maximum of seven (7) hours structured professional development for each day of attendance, under the Professional Maintenance Program (PMP) of the Certified Practising Marketer (CPM) Program.

FOUNDATION MARKETING COURSES



ABOUT THE COURSE TEACHERS

Only industry practitioners, who are currently involved in the areas being taught, will teach you. That way you can be assured of relevant, practical and up-to-date coverage of the topic.

ANDREW MASHMAN

Andrew is a seasoned marketing professional who is also a skilled educator and facilitator. After a career working in senior marketing positions across Fortune 500 companies, Andrew now spends his time consulting to various businesses and providing marketing skills to up-and-coming marketers. Andrew will be one of the facilitators for Principles of Marketing and Creating and Implementing Effective Marketing Plans.

LUKE ROBINSON

Luke is APM's Faculty Head of Events and Business Skills, a role that sees him utilising the skills gained from a decade in the events and entertainment industries. As well as a popular lecturer at APM Training Institute, Luke is actively involved in the event industry peak bodies to help progress education issues within the industry. He is Chairman of the Festivals and Events Association. Luke will be running Event Management: Introduction.

JOANNE COWAN

As National Advertising Manager for a leading business-to-business publication called INSTYLE Magazine, Joanne is constantly involved in creating advertising strategies to link with her clients' marketing plans. Joanne's background is in national sales and marketing roles in both B2B's and FMCG's. Joanne will be running Principles of Marketing and Creating and Managing Effective Marketing Plans in conjunction with Andrew.

AMANDA BULL

Amanda is APM's Faculty Head of Marketing & PR. She has extensive experience in creating and developing strategic marketing programs to the corporate sector. Amanda is known for energetic and fast-paced workshops. She will be one of the facilitators for Principles of Marketing.

These courses are delivered by the APM Training Institute



FOUNDATION MARKETING COURSES



ABOUT THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute (AMI) is the membership body for professional marketers. Its key objectives are to provide representation and professional development for marketers and to advance the practice of marketing as a critical value-adding activity.

As a professional AMI member, you will benefit from the programs available to you, from the opportunities for continuing education and development, from the advocacy of the Institute and from sharing ideas and knowledge with fellow professionals. Corporate Membership and Corporate Professional Development packages are also available.

The Australian Marketing Institute also offers the Certified Practising Marketer (CPM) Program. CPM is the marketing profession's performance measure and the industry's benchmark.

CONTACT INFORMATION

Membership Services

AUSTRALIAN MARKETING INSTITUTE

PO Box 7443

Melbourne VIC 3004

Tel: 1800 240 264

Fax: 1800 241 264

Email: membership@ami.org.au

Website: www.ami.org.au



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CERTIFIED
PRACTISING
MARKETER

FOUNDATION MARKETING COURSES



ABOUT APM TRAINING INSTITUTE

APM Training Institute is Australia's leading specialist provider of Marketing, Public Relations and Event Management education.

For close to 20 years, APM has been helping people start and progress their careers. APM provides a realistic link between the worlds of learning and business.

Students can determine their own learning experience by participating in as much or as little of the activities APM offers.

In addition to APM's academically rigorous approach to learning, students choose APM for their:

- Innovative, nationally recognised and industry endorsed qualifications
- Lecturers who are industry practitioners as well as educators
- Accelerated pathways into careers
- Small class sizes and individual attention

CONTACT INFORMATION

APM TRAINING INSTITUTE

Ground Floor

213 Miller Street

North Sydney NSW 2060

Tel: 02 9954 7377

Fax: 02 9954 7311

Website: www.apm.edu.au



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COURSE FEEDBACK FROM PAST STUDENTS

"I found the course and presenter incredibly informative and helpful. I will be taking a lot of what I learnt back to work and implementing it straight away."

2006 PRINCIPLES OF MARKETING PARTICIPANT

"Outstanding! The quality and amount of information we were given over only two days was incredible."

2006 EVENT MANAGEMENT: INTRODUCTION PARTICIPANT

"Provided me with an opportunity to increase skills in the planning process and I gained a greater understanding of the theory behind good planning."

2006 CREATING & IMPLEMENTING EFFECTIVE MARKETING PLANS PARTICIPANT

2007 COURSE PROGRAM:

- PRINCIPLES OF MARKETING
- CREATING AND IMPLEMENTING EFFECTIVE MARKETING PLANS
- EVENT MANAGEMENT: INTRODUCTION

REGISTRATION FORM OVERLEAF

FURTHER INFORMATION

TEL: 02 9954 7377

WEBSITE: www.apm.edu.au/shortcourses

FOUNDATION MARKETING COURSES 2007 PROGRAM

REGISTRATION FORM

Refer to the schedule below and indicate the courses you would like to register for by placing a cross to the left of the course eg: [x] Where courses have multiple choices of location, please be sure to mark the correct one.

2007 COURSE SCHEDULE

PRINCIPLES OF MARKETING

- [] SYDNEY 26 - 27 FEBRUARY
[] MELBOURNE 10 - 11 MAY
[] PERTH 14 - 15 MAY
[] SYDNEY 21 - 22 JUNE
[] MELBOURNE 11 - 12 OCTOBER
[] BRISBANE 15 - 16 OCTOBER
[] SYDNEY 25 - 26 OCTOBER

CREATING AND IMPLEMENTING EFFECTIVE MARKETING PLANS

- [] BRISBANE 3 - 4 MAY
[] SYDNEY 24 - 25 MAY
[] MELBOURNE 4 - 5 JUNE
[] SYDNEY 22 - 23 NOVEMBER
[] MELBOURNE 26 - 27 NOVEMBER

EVENT MANAGEMENT: INTRODUCTION

- [] SYDNEY 8 - 9 MARCH
[] MELBOURNE 12 - 13 APRIL
[] SYDNEY 14 - 15 JUNE
[] HOBART 9 - 10 JULY
[] BRISBANE 12 - 13 JULY
[] SYDNEY 13 - 14 SEPTEMBER
[] PERTH 22 - 23 OCTOBER
[] MELBOURNE 8 - 9 NOVEMBER
[] SYDNEY 6 - 7 DECEMBER

Cancellation policy: A full refund or offer to transfer to another course will be made for cancellations received two (2) weeks prior to course commencement. Unfortunately, no refund or alternative seminar offer can be made after that date, though a substitute delegate would be welcomed. APM reserves the right to cancel the above courses should minimum numbers not be achieved. In this event you will be able to transfer to another course or receive a full refund for courses not completed. Please note that the full payment is required before the course commences.

Customised Courses: APM can customise courses to suit the specific needs of your organisation. Call (02) 9954 7377 for further information.

Qualifications: For those people seeking tertiary qualifications in Marketing, Public Relations or Event Management, APM provides a number of evening Certificate and Diploma courses.



To register more than one person, please photocopy this registration form.

YOUR DETAILS

Title First Name(s)

Surname _____

Position _____

Organisation _____

Business Address _____

Suburb _____ State _____ Postcode _____

Tel _____ Fax _____

Mobile _____

Email _____

Industry _____

AMI Membership: [] Yes, I am an AMI member [] Non AMI member

How did you hear about these courses?

PAYMENT DETAILS *(Please enclose the appropriate amount)*

APM Training Institute ABN 92 003 690 506

This form constitutes a Tax Invoice upon receipt of payment.

COURSE FEES

AMI member fee: \$790 *(INC GST)*

AMI non-member fee: \$850 *(INC GST)*

PAYMENT AMOUNT [\$ _____]

[] PLEASE INVOICE MY COMPANY

[] CHEQUE *(Payable to 'APM Training Institute Pty Ltd')*

[] CREDIT CARD [] AMEX [] VISA [] MASTERCARD [] BANKCARD

Credit Card Number _____ Expiry _____

Name on Card _____

Signature _____

SEND YOUR REGISTRATION FORM TO

FAX: 02 9954 7311

POST: AMI Seminars, APM Training Institute
213 Miller Street NORTH SYDNEY NSW 2060

OR TEL: 02 9954 7377



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FEBRUARY - DECEMBER 2007

SYDNEY MELBOURNE BRISBANE HOBART PERTH



These short courses have been specifically designed to meet the needs of business professionals who are seeking to improve their marketing skills. Prior marketing qualifications are not essential.