

MARKETING and BRANDING COURSES

CE0610

Setting the Marketing Foundation

Ten-session course
Offered fall semester
2.50 CEUs
\$650.00

Marketing is the discipline of delivering customer satisfaction at a profit. Participants will begin by understanding key marketing terminology and concepts, and learn the importance of the marketing mix (product, price, place, and promotion). They will apply marketing techniques and demonstrate how marketing interfaces with other business activities.

Fall 2009 schedule:

Mondays, September 28; October 5, 19, and 26; November 2, 9, 16, 23, and 30; December 7
6:30–9:00 pm

CE0612

Integrating the Marketing Message

Ten-session course
Offered fall semester
2.50 CEUs
\$650.00

Successful marketers maximize sales opportunities for their brands by using integrated marketing communication. Participants will develop insight into how a consistent message is created across the promotional mix of advertising, personal selling, sales promotion, direct marketing, Internet marketing, and public relations. They then will prepare an integrated marketing communication plan for a product or service of their choice.

Fall 2009 schedule:

Wednesdays, September 23 and 30; October 7, 14, 21, and 28; November 4 and 18; December 2 and 9
6:30–9:00 pm

CE0611

Understanding Your Customer

Ten-session course
Offered spring semester
2.50 CEUs
\$650.00

Consumer research is essential for making effective decisions to affect the success of a brand in the marketplace. Participants will learn to use such appropriate methodology as questionnaires and focus groups, and apply these techniques toward the development of new products and improved service by targeting the most profitable customer segments. Participants will develop the ability to design research studies, interpret data, present clear findings, and draw implications for their brands.

Spring 2010 schedule:

Mondays, February 1, 8, and 22; March 1, 5, 22, and 29; April 5, 12, and 26
6:30–9:00 pm

CE0613

Building Powerful Brands

Ten-session course
Offered spring semester
2.50 CEUs
\$650.00

How do companies build powerful brands? Learn how companies identify or differentiate their goods and services, and offer value. In Building Powerful Brands, participants will develop strategies and tactics for managing a brand, including name selection, package design, and product/service differentiation. Participants will demonstrate the knowledge they gain from the course by developing a plan to build their own powerful brand.

Spring 2010 schedule:

Wednesdays, February 3, 10, 17, and 24; March 3, 17, 24, and 31; April 7 and 14
6:30–9:00 pm

CE0616

Marketing and Branding Capstone Project: Selling Your Marketing Plan

Six-session course
Offered fall semester
1.50 CEUs
\$390.00

Developing a sound marketing plan involves deciding on strategies that help an organization attain its overall objectives. In this final project that encapsulates all that has been learned in the certificate program, participants will develop a comprehensive marketing plan involving market and competitor analysis, objective setting, strategy and tactic development, budget setting, and establishing benchmarks. Participants will learn to organize the plan efficiently, and develop the ability to sell their plan effectively to senior management.

Fall 2009 schedule:

Tuesdays, October 13, 20, and 27; November 3, 10, and 17
6:30–9:00 pm

Are you planning to attend an information session?

Choose an information session date from the front inside cover of this brochure and join us.

Questions/RSVP: 617-824-8280