

Marketing and Advertising

Dr Sobia Hamid

How does marketing and advertising enable enterprises to stand out in a competitive marketplace, increase revenue, win customers, build loyalty and sustain long term impact and returns? In this course you will be introduced to the principles and practical strategies of marketing and advertising. You will obtain insight into the types of skills that are useful in the practice of marketing and advertising as well as gaining some knowledge of the make-up and structure of the industries.

Please note this is a two week course.

Week One: Marketing

You will learn about the purpose and function of marketing and why enterprises need marketing. The course will begin with a focus on three core topics in customer loyalty: branding, customer centricity, and practical, go-to-market strategies.

You will learn about practical marketing strategies and tools, and explore how to identify and classify customers. You will also learn about important issues in planning and evaluating marketing communications strategies and executions.

Finally you will have the opportunity to take a look at and discuss an example marketing communication campaign.

Week Two: Advertising

The course will begin with learning about what classifies as advertising, its purpose, and an overview of the ad industry.

You will gain an overview of advertising formats including print, television and online advertising.

We will take a look at the methods used in professional advertising, and effective techniques that stimulate creativity and the development of new ideas.

We will focus on how to engage audiences by using storytelling in advertising, from crafting a narrative to using digital.

Finally, you will have the opportunity to do a group Ad critique.