

E-CORNELL SERVICES MARKETING PROGRAMME

Overview: Understand how to create effective marketing communications that drive demand and engagement for your business

Context: When you're marketing your services, success depends on knowing what target customers want and aligning it with the value your company delivers. This requires an integrated strategy that includes market analysis and demand management, marketing strategy, brand management, and marketing communications.

By adopting this customer centric approach to marketing, you'll be better prepared to deliver memorable experiences, exceed customer expectations, gain competitive advantage, and ultimately position your company for success.

This Services Marketing Certificate equips you to create a winning marketing strategy.

Objective: To upskill Senior Business Representatives on strategic marketing functions

Location: Online Course

Delivery: Online Programme: 6 x 2 week modules. 6 Modules to be completed. 2 weeks for each module.

Who should attend: Senior Business Representatives who are responsible for the development and implementation of strategic marketing functions of the property.

Date: TBC – All to be completed by Q3 2018

Content
<ul style="list-style-type: none">• Services Marketing Planning and Management• Building a Resilient Marketing System through Consumer Insight• Insight into the Customer• Developing a Service Strategy and Managing the Brand• Managing Service Demand through Pricing and Distribution Strategies



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