



**Institute of
Marketing Management
South Africa**

Established in 1948

**YOUR WINDOW TO
MARKETING IN AFRICA**

WORKSHOPS

2-DAY WORKSHOPS		HALF-DAY WORKSHOPS		
DATE	WORKSHOP	DATE	MORNING WORKSHOPS	AFTERNOON WORKSHOPS
20 & 21 June	The World of Marketing	20 June	Basic Principles of Marketing	The Marketing Environment and Competitors
		21 June	Consumer Behaviour, Research and Marketing Decision-Making	Segmentation, Targeting and Positioning
5 & 6 July	Project Management Fundamentals	5 July	Introduction to Project Management	Project Lifecycle
		6 July	Project Design and Planning	Monitoring, Reporting and Evaluating Projects
26 & 27 July	Marketing Mix Strategy	26 July	Product and Distribution Management	Marketing Communications Strategy and Media Planning
		27 July	Pricing, People, Process and Physical Evidence	Marketing Planning Process
2 & 3 August	The Art of Selling	2 Aug	Introduction to Personal Selling	Communications in Personal Selling
		3 Aug	Influencing the Customer Buying Process with Personal Selling	Sales Knowledge and Personal Selling
16 & 17 August	Social Media Marketing	16 Aug	Introduction to Social Media Marketing	Planning, Measuring and Integrating Social Media Campaigns
		17 Aug	Social Media Page Set-up and Copywriting	Building Customer Loyalty, Planning and Creating Social Content
30 & 31 August	Building Online Customer Relationships	30 Aug	Relationship Marketing and Customer Experience	Delivering the Digital Customer Experience
		31 Aug	Digital Campaign Planning and Marketing Communication	Evaluation and Improvement of Digital Channel Performance
13 & 14 Sept	Strategic Brand Management	13 Sept	The Foundation of Strategic Brand Management	Brand Positioning and Brand Contact Management
		14 Sept	Managing Brands Over Time, Geographic Boundaries and Market	Designing Marketing Programmes to Build Brand Equity in the Digital World
27 & 28 Sept	A Digital Approach to Marketing Strategy	27 Sept	Introduction to Digital Marketing and Technology	The Digital Macro-Environment
		28 Sept	Digital Marketing Strategy Development	Digital Media and the Marketing Mix
11 & 12 October	Digital Marketing Toolbox	11 Oct	Marketing Application Tools	Branding in the Digital Age
		12 Oct	Research in a Digital World	Tools for Managing your Online Presence
25 & 26 October	Applying Digital Marketing Tactics	25 Oct	Non-Profit Marketing, Distribution and Selling	Dynamic Ads, Programmatic Ads, Retargeting and Google Ads
		26 Oct	Copywriting for Digital	Content Creation and Performance
8 & 9 Nov	High Performance Selling Techniques	8 Nov	Time, Territory and Prospecting Planning	Presentation, Objection Handling and Closing in Action
		9 Nov	Service and Follow-up for Customer Retention	Managing and Leading a Sales-Force