

Diploma in Promotional Marketing

CLASS OF 2011

Distance learning for Promotional Marketers

Enrolment closes 25th February 2011

Course runs 1st March to 15th July 2011

“Very well thought out – it provided me with an insight into other promotional tools and sectors that I am not exposed to in my current role. It is an essential course for anybody who wants a successful career in Promotional Marketing.”

“I benefit from the course every day.”

“The course was extremely relevant and up to date with the latest promotions and techniques. The study notes will act as a “bible” for me when coming up with promotions”

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Course overview

This definitive qualification for the industry involves a series of questions and a set brief being completed over a four and a half month period, covering all aspects of planning, implementing and running promotional activity regardless of the media or channel used. The course covers all the ways in which promotions are communicated with particular emphasise on the most interactive channels – web, mobile and experiential.

All candidates will study eight modules with a choice of option on modules five & six. Candidates choose between:

- The Project Management Option – for agency account handlers
- The Promoter Option – for clients

The aim of the course

The Diploma in Promotional Marketing provides a good overall introduction to Promotional Marketing and a qualification that is recognised by the industry at large. It is the aim of the Diploma to increase standards of professionalism in the industry and provide a benchmark for employers.

The Diploma will give candidates the basic foundation knowledge necessary to:

- Appreciate the role of Promotional Marketing in the marketing mix.
- Plan, instigate and manage effective Promotional Marketing concepts with confidence.
- Effectively brief and co-ordinate the various elements and suppliers involved in Promotional Marketing campaigns.

Who the course is designed for

The Diploma is designed for agency and promoter personnel involved in devising, developing and running promotional campaigns to provide a solid platform on which to build experience and future learnings.

Course Content

Candidates' studies will be based around eight modules all covered in detail in the course Study Notes:

Module 1 – Promotional Marketing in the Marketing Mix

The marketing environment
The role of promotions
Promotional strategy
Promotional objectives
Targeting
Media-neutral channel planning
Shopper Marketing
The future of Promotional Marketing

Module 2 – The Techniques, Codes & Legalities

The Promotional techniques
Loyalty promotions
Staff incentive programs
Matching techniques to objectives
Common misunderstandings
The Law and Code
The British Code of Advertising, Sales Promotion and Direct Marketing
The law and its influence on promotions
Legal and Code Considerations for Digital Platforms

Module 3 – Briefing, Research and Evaluation

Working on the brief
Evaluating promotions
An introduction to research

Module 4 – Digital & Interactive Media Promotions

Introduction
Web promotions
Online media advertising
Options for running web promotions
User Generated Content (UGC)
Electronic/Internet Coupons
Mobile Promotions
Social Media Marketing - the advocacy channel
Viral marketing
Interactive television (iTV)
Experiential Marketing

Option One: Project Management

Module 5: Procurement

Premiums
Print
Experiential
Mobile Services
Web Services

Module 6: Compliance, Fulfillment & Budgeting

Promotional administration
Compliance
Fulfilment and handling
Costing a project and managing a budget
Redemption calculations
Reducing redemption risk - promotional insurance and fixed fee

Option Two: Promoter

Maximising implementation

Promoting with retailers/ distributors
Maximising visibility in-store

Managing the promotion

Evaluating responses to the brief
Running promotions through agencies
Making the most of supplier relationships
Controlling Costs

Module 7 – Harnessing the power of others

Partnership Marketing/Third Party Promotions
Character Merchandising and Personality Promotions
Sponsorship
Product Placement
Affiliate marketing

Module 8 – Creativity – Bridging the Gap

The Role of Creativity
The Project Manager/Creative Relationship
Seven habits for highly effective promotions

Course format

The Study Notes are core to the course, comprising over 150 pages of detailed notes, checklists and proformas, written by industry experts and continuously updated and improved to keep pace with changing data, trends and developments in the industry. As well as covering the eight modules above, the study notes also give introductions to Traditional Channels in the appendix, including:

- Direct marketing
- Promotional advertising
- Telephone marketing
- Door to door
- Field marketing
- Point of purchase

The Course Paper consists of 20 questions relating to the eight modules (The Module Questions) plus a set brief. Candidates have access to all the questions and tasks right from the beginning of the course and have four and a half months in which to complete everything.

The Online Resource and Tests - All candidates will have access to an Online Resource and a series of optional online multiple-choice tests to reinforce their learning throughout the course. The Online Resource is the depository for all the course material and also features a feedback facility. This is where candidates find:

- The Course Manual
- The Course Paper – containing the Module Questions and Set Brief
- The Study Notes
- Weblinks and downloads
- Case Studies
- Details of the tutorial

Set Books - Each candidate will also receive a copy of:

- Sales Promotion and Direct Marketing Law: A Practical Guide by Philip Circus
- Sales Promotion by Roddy Mullin & Julian Cummins

Key Dates

All enrolments must be received by 25th February 2011

Course runs 1st March to 15th July

Results will be announced on 12th October

Graduation takes place on the evening of 25th October 2011

How to enrol

[Click here for an enrolment form.](#)

For any further information please call Michelle McGrath on (02) 8297 3888 or email enquiries@communicationscouncil.org.au

Course Fee

\$3,300.00 (incl GST) for members

\$3,850.00 (incl GST) for non-members

Companies that benefited from the 2010 Diploma in Promotional Marketing:

Al-Khezai Nigeria
Apollo Marketing
Baxi Group
BD Network
Be Interactive
Billington Cartmell

Blue Chip Marketing (Manchester)
Blue-Chip Marketing Edinburgh
Carlson Marketing
Couponstar (UK)
Creato UK
Cyan Group
Elevator Promotional Marketing



Euro RSCG KLP
G2 UK
Haygarth Group
IdeaWorks
Imagine8
Innovatio
Kaleidoscope
KHWS
Ladbrokes.com
Life Integrated
Life Marketing Consultancy
Momentum Worldwide
Multiply
Mworks/Momentum
Opia
P&MM

Promotional Handling
PromoVeritas
Publicis D
Savvy Marketing
Scottish Daily Record & Sunday Mail
SMP
Space
The Communications Agency
The Marketing Store
The Marketing Zoo
The Shaefer Group
Toast Marketing
Trinity Mirror
Umbrella Risk Management
Union Connect
Zergo

Terms and Conditions

Fees are payable in full at the time of enrolment. No candidate will be deemed to be enrolled unless payment has been received. The cost of enrolment is fully refundable up to the point at which enrolment packs are dispatched to candidates. After that it is neither transferable nor refundable. The IPM reserves the right to vary the content of the course, change the venue of the seminars, amend the dates and change the tutors and seminar speakers at any time and without prior notice.