

Introduction to Marketing for Administrative Managers

23rd February 2017 – London

15th June 2017 – London



Do you want to develop an understanding of the Marketing function within a business?

This interactive one day training course will develop your knowledge, appreciation and understanding of the Marketing function. You will cover the primary terms and concepts of Marketing and focus on how the Executive Office and wider business both support the Marketing Strategy and are in turn supported by it.

Benefits of the Training

At the end of this training, you will be able to:

- Define the marketing function and understand the marketing funnel
- Understand “The 4 Ps” and “The 4 Cs” of marketing
- Differentiate between product and brand
- Understand target audiences and customer segmentation

You will have an opportunity to apply your new learning to a “Build a Campaign” case study and experience first-hand the benefits of applying marketing theory.



This training course is a Unit of IQ/IAM Level 3 Award in Professional PA & Administration Skills. By attending 5 one day courses and completing written assignments, you can achieve this Qualification. This training can also be attended as a standalone training day and delivered inhouse to your team of administrators.

About Your Excellency

Your Excellency Limited is a leading edge and friendly organisation. We make learning and understanding fun with interactive sessions that introduce you to new concepts and terminology. We use real-life scenarios and case studies which you can apply your newfound knowledge to.

We offer 2 PA/Admin Qualifications to support your growth and development. The IQ/IAM Level 3 Award in Professional PA & Administration Skills is made up of 12 one day courses that can be attended as standalone training options. The IQ/IAM Level 4 Certificate in Office & Administration Management is made up of 4 two day courses that can be attended as standalone training options.

About your Trainer

Sarah Kallend

Sarah is a performance coach and trainer who shares a rich mix of business mentoring with individuals and teams. Sarah has worked in senior commercial media roles and brings a pragmatic outcome orientated energy to her work.



Creating the "Difference that will make the Difference"
for you, your team and your organisation



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PA & Administration Skills
www.instam.org

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What people say about us

"Sarah provides fun, thought-provoking workshops that are successful in getting staff to think differently about their approaches to support colleagues and customers. We highly recommend her."

Executive Support Officer, East Midlands Chamber

"Thank you so much for all your help, support and encouragement during my training. I really enjoyed your courses which were not only informative but fun and have helped me to achieve my career goals"

Senior Executive Assistant, London

"The value gained in the training environment was transferred into the workplace in seconds. New learning and new perspectives, encouraged by the sessions Sarah delivers, will last a lifetime both in a professional and personal capacity."

Regional Training Manager, Trinity Mirror

www.yourexcellency.co.uk