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## ADVERTISING CONCEPTS

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*What every individual needs to know about Advertising and the significant role played to generate business revenue.*

***Programme Overview:***

Advertising is an important component for Sales & Marketing teams and it has to be addressed across different market segments so as to target audience based on their product needs. The training imparted is to understand the effectiveness of each advertising medium and how it can be utilized to give you a maximum Return on Investment (ROI). It is therefore important to select advertising concepts based on your target audience and partnering with a right PR & Media agency can help to deliver your message strongly in the market, thereby giving you the brand recognition and subsequently increasing your market share.

***Who should attend?***

The programme is essential to an individual who intends to select a career in Sales & Marketing.

***How will this benefit you and your organization?***

This training can essentially benefit you and your organization in focusing on the essential aspects to deliver in areas such as: Identifying the right advertising medium, Targeting your right audience and dealing with the right agency.

***What topics are covered?***

**ADVERTISING CONCEPTS  
TO INCREASE BRAND  
VALUE**

- Basics in Advertising
- Brand Recognition
- Identifying Advertising Tools
- Target Audience
- PR & Media Relations
- Level Advertising

**Register for Training**