



Marketing for Non-Marketers

An introductory course

Join ***mdp marketing** and a host of industry experts for an introductory course to modern marketing concepts and techniques - from branding to blogging, online to offline - specifically designed for non-marketing folk.

★ Who should attend?

Anyone who has been tasked with marketing responsibilities but don't necessarily have a marketing background, or traditional marketers wishing to learn more about how the internet can be used for marketing efforts.

★ What will I learn?

The two-day course will cover the following elements:

DAY ONE

Marketing:

- Introduction to marketing - what is it and how is it changing?
- Marketing research - understanding your target market, competitors and market environment
- The marketing mix - product, price, place, promotion

Branding:

- Branding - brand identity, brand association, brand equity
- Authenticity - messaging and brand ambassadors

DAY TWO

eMarketing:

- Using search engines - search engine marketing, search engine optimisation, pay-per-click campaigns
- Using websites - your website, online advertising, affiliate marketing
- Using conversation - online PR, online reputation management

Networking - Online:

- Introduction to social media
- Four essential social networking services - Twitter, Facebook, LinkedIn, Ning

Networking - Offline:

- How to build and use your professional network

The Future of Marketing:

- How marketing is changing, what the new concepts and technologies are, and how to make sure you're prepared to capitalise on future marketing trends.





★ Venue

Asara Wine Estate and Hotel, Stellenbosch

★ Date

19 - 20 November 2009

★ Cost

R2,499 per person

(Early-bird special - book before October 20th and pay only R1,999!)

For more detailed information, please contact Mariska du Preez at:

mariska@mdpmarketing.co.za

Presenter and Guest Speakers



Mariska du Preez - Presenter

Mariska du Preez is the owner of *mdp marketing, a Stellenbosch-based consultancy that specialises in marketing, design and publicity. She is also the co-founder of Van Pepper Wines, a wine event organising company, and is the founder and chair of the Stellenbosch Young Professionals Network.



Eran Eyal - Guest Speaker

Eran Eyal is the co-founder of SpringLeap.com and of MobileQandA.com.

Eran consults with the major mobile manufacturers today on prototype handsets and services, giving them strong insight before the product goes into mass production on issues revolving around build quality, usability, ergonomics, aesthetics and more.



Jason Bagley - Guest Speaker

Jason Bagley is a blogger, web entrepreneur and founder of Beanbag Media, a Social Media and Design agency. Named as one of 300 young South African's to take to lunch by Mail & Guardian, he has worked on projects such as Fairlady's mobile site and currently runs the Incredible Connection blog. He also consults for World Wide Creative, one of South Africa's leading digital agencies.

