



# Michelle Figg, M.A.

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## Marketing and Public Relations Agenda

### **KNOWLEDGE:**

It is presumed that the delegate will be familiar with Windows, general P.C usage, and English reading, speaking and writing.

### **AIMS:**

To provide delegates with the basic skills needed to improve daily marketing tasks. The course gives delegates a comprehensive managerial and practical introduction to marketing. It the decisions marketing managers face in their efforts to balance organisations objectives and resources against needs and opportunities in the marketplace. It can be designed to provide an introduction to the basic concepts, theories, and practice of marketing.

At the completion of the course, delegates will have grasped skills necessary to improve the marketing and pr activity within their business.

\*This course is taught by a university-level Marketing instructor and freelancer.

### **TIME:**

Your training course can be from ½ day to 1-week and can train up to 20 people at a time (pending equipment is available for each user).

Your trainer will arrive at 10am and plan to take a lunch break from 12:30-1:30pm. The course will resume at 1:30pm and the will conclude at 4-4:30pm.

- **The Marketing and Promotion Mix**
- **Services Marketing**
- **Customer Services**
- **Marketing Concepts and Techniques**
- **Writing Press Releases and Pitch Letters**
- **Marketing and Public Relations Ideas**
- **Hands-on practice and evaluation**
- **Using GoldMine for Marketing activities (optional)**
- **Any topics which will aid in the development of the delegate's skills (Each course will be different and cater to your needs)**

\* A lecture book is provided.