

ABS Development Programme for Marketers (DPMAR) COHORT 3 2009/10

"Overall the course has been an excellent opportunity to develop myself in my role as a marketing officer for Glamorgan Business School. The ability to have talks from some of the leading people in their fields who relate the concepts discussed to practical implications has meant that I have been able to take back excellent ideas for immediate use. Also the ability to mix with colleagues from a wide range of different institutions has allowed me to understand how other institutions have overcome problems and has provided me with many examples of best practice."

Simon Browning, Marketing Department, Glamorgan Business School



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This event has been allocated 35 hours of CPD within The Chartered Institute of Marketing's Chartered CPD Programme, which you can claim towards meeting the target hours to receive recognition of your ongoing development, or towards achieving or maintaining Chartered Marketer status.

DPMAR will start the third cohort in October and features eminent speakers such as: Prof. Veronica Wong, Aston, Prof. Lyndon Simkin, Oxford Brookes and Prof. Malcolm McDonald from Cranfield, covering sessions from planning strategy and implementation to alumni, branding and differentiation and more. Speakers from industry will also be on the agenda as will as fantastic chance to network and benchmark with your peers.

A two day visit to an international business school is also included in the programme to gain insight and different perspectives of how Schools manage and implement their marketing plans and processes.

Overview

Marketing and Communications staff within business schools have a unique and pivotal role to play in the effective running of the institution, from recruitment through to alumni relations. Roles and responsibilities can often cross job roles and departments, increasingly the boundaries are being blurred between marketing, public relations and communications roles – particularly with the advent of new and social media.

Take part in this new development programme where you will be able to tap into the leading edge thinking from other professional marketers and benchmark against other leading UK business schools – with practical advice, models and real life case studies to take away.

Being a marketer in a business school requires a unique skill set, this course has been developed with this in mind.

Who should attend

Staff with an involvement in marketing and communications within UK business schools. Many individuals in these roles may have their own professional qualifications but others may have received little or no specific training for practicing in a business school environment.

Dates (subject to change)

- Session 1** Overview for Marketers in a Business School Environment – 29/30 October 2009
- Session 2** Marketing Plans, Strategy and Implementation – 17/18 December 2009
- Session 3** Branding and Differentiation – 18/19 February 2010
- Session 4** Harnessing the Power of Alumni – 8/9 April 2010
- Session 5** Marketing Accountability and Creativity – 20/21 May 2010
- Session 6** Visit to an international business school (venue tbc) – 15/16 July 2010

Sessions will be lunch-lunch and will all be based in London except for the final visit.

Cost

The cost of the programme is £3,430 per person. This includes tuition and programme materials, visits, refreshments, dinner, overnight accommodation, breakfast and lunches. The fee is payable in 3 installments: 1st payment £1143.34 by 9 October 2009; 2nd payment £1143.33 by 9 March 2010 and 3rd payment £1143.33 by 9 June 2010.

“Having the opportunity to share experiences and best practice with likeminded professionals has been invaluable and the topics covered in the sessions have been informative and enjoyable.”

**Kay Jones, Director of Marketing & Development
Newcastle University Business School**



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Programme

Session 1: Overview for Marketers in a Business School Environment

- The importance of an integrated marketing plan
- Developing a core strategy
- Segmentation, targeting and positioning
- Why strategies fail
- Lesson learned

Session 2: Marketing Plans, Strategy and Implementation

- Strategic drivers in HE sector/marketing environment
- New developments in the marketers toolkit
- Accreditation and the impact on a business school
- Trends in HE and the environment
- Scenario planning and review

Session 3: Branding and Differentiation

- Reaching the international audience
- Launch of a new business school brand
- Differentiation strategy
- Perceptions
- Publications, print and distribution

Session 4: Harnessing the Power of Alumni

- Harnessing the power of alumni
- Fundraising and benefactors
- Corporate relations
- Developing Alumni
- Open session

Session 5: Marketing Accountability and Creativity

- Managing marketing performance
- Strategic marketing decisions
- Measurement of campaigns and strategies
- Pricing strategy
- International marketing

Session 6: Visit to an international business school

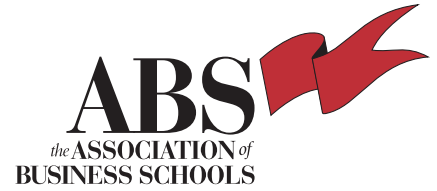
Venue to be confirmed.

"I joined MMU Business School in September 2007 and the ABS' DPMAR programme began from October. I had worked in HE marketing for three years but from a central rather than a Business School perspective and have found the course invaluable in terms of focussing my knowledge and skills on such a niche marketplace. Networking with colleagues in related roles in such a wide variety of institutions across the UK has enabled us to share best practice across the sector when discussing different aspects of marketing, from alumni development and digital marketing to re-branding and differentiation."

Kate Aldridge, Publicity and Marketing Officer, Student and Academic Services, MMU



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Registration Form 2009/10

Please tick one of the boxes below

I would like to register for this ABS Development Programme for Marketeers (DPMAR)

Full programme including lunch, refreshments, dinner, overnight accommodation and breakfast.

£3,430

Payable in 3 instalments (1st payment £1143.34 by 9 October 2009; 2nd payment £1143.33 by 9 March 2010; 3rd payment £1143.33 by 9 June 2010).

If you wish to be invoiced for the full amount instead of instalments, for which we must receive payment prior to the commencement of the programme, please tick the box.

I cannot participate in the 2009/10 cohort, but would wish to be considered for the programme in 2010/11 (we will email you with details when they are available).

To reserve a place please contact Vicky Robinson, please note places are limited.

Victoria Robinson

Head of Marketing and Communications
Association of Business Schools
137 Euston Road, London NW1 2AA

Email: vrobinson@the-abs.org.uk

Tel: 020 7388 0007

Fax: 020 7388 0009

If your institution is paying then your registration MUST include a valid purchase order number

If we receive a form without a valid purchase order number, it will be necessary to return the form and request its proper completion. This is due to changes in University finance office procedures.

Purchase Order No

Name

Position

School/Department

Institution

Address

Email

Phone

Mobile

Fax

Signature

Please keep me informed of any relevant news from the ABS
Note: your information will not be passed on to any third parties

NB: ABS offices are not DDA compliant. ABS reserves the right to change elements of the programme if necessary.