

Marketing In Action

An Interactive Workshop on Fundamental Marketing Tools & Social Media

Wednesday, April 8, 2015 • UCF Executive Development Center

Marketing is a key component of any successful business operation. Marketing aids in developing promotions and innovative product and service offerings in order to persuade current customers to remain loyal and potential customers to try a new alternative. Understanding how to apply the fundamentals of Marketing in an effective manner can mean the difference between a company's success or failure. Ironically, it is the most basic of marketing tools that can result in the most impressive success stories in a business.



Led by **Dr. Carolyn Massiah**, this Marketing In Action workshop will expose participants to **Segmentation, Targeting and Positioning, Marketing Intelligence** and **Social Media** as they are used to build and strengthen a company's brand in the consumer's eyes. Through interactive in-class exercises, participants will learn to use these fundamental tools of marketing in scenarios relevant to their own businesses. Attendees will also leave this workshop with a sample of solid marketing tools that have had proven success with leading companies across a variety of industries.

Key Benefits:

- ▶ Determine who your customers truly are and who you want to be to them through Segmentation, Targeting, and Positioning concepts and tools
- ▶ Learn how to use contemporary marketing intelligence sources and applications of information concerning external forces impacting market decision making
- ▶ Gain specific insights into specific social media tools to help determine where, what and how often posting should occur
- ▶ Receive examples of real-world applications and implementations
- ▶ Earn Continuing Education Units and HRCI credits

Who Should Attend?

This workshop was designed for managers who work in operations, R&D, finance, product development, sales, accounting, and public relations.

Managers who are also assuming marketing responsibilities for the first time will gain valuable insights.

REGISTER ONLINE at business.ucf.edu/executive-education or **CALL** (407) 235-3903

Program Content

This workshop focuses on fundamental marketing tools that are used by companies around the world to build and grow their brands, choose, acquire, and keep the right customers, and make smart marketing and communication decisions that positively impact their bottom lines.

Agenda

7:30 am - 8:00 am	Registration & Continental Breakfast
8:00 am - 8:30 am	Welcome and Brief Introductions
8:30 am - 10:00 am	Segmentation, Targeting and Positioning (STP) Overview
10:00 am - 10:10 am	Coffee Break
10:10 am - 12:00 pm	Marketing Intelligence Overview
12:00 pm - 1:00 pm	Luncheon
1:00 pm - 2:00 pm	Roundtable discussion and activity regarding STP and Marketing Intelligence
2:00 pm - 3:30 pm	Social Media Overview
3:30 pm - 3:40 pm	Coffee Break
3:40 pm - 4:40 pm	Social Media Interactive exercise
4:40 pm - 5:00 pm	Lessons Learned & Wrap Up

About the Instructor



Dr. Carolyn Massiah

Carolyn A. Massiah, Ph.D. is a Clinical Professor of Marketing at the University of Central Florida. She holds an MBA with a dual emphasis of Marketing and International Management from the University of Colorado and a Ph.D. in Marketing from Arizona State University.

Her research, which focuses primarily upon intergroup relations among consumers and uses of Social Media, has been published in the top marketing journals and presented at various conferences, including, the American Marketing Association. She has won several prestigious awards, including Winner of the Association of Consumer Research 2013 People's Choice Best Working Paper Award and 2010 Young Alumni Hall of Fame Inductee of the Anderson School of Management at the University of New Mexico.

Registration Options

Enrollment is limited. Reserve your seat today!

- ▶ **Register Online** at business.ucf.edu/executive-education
- ▶ **Call** (407) 235-3903
- ▶ **Mail** online registration form & check payable to:
UCF Executive Development Center
36 West Pine Street, Orlando, Florida 32801

Program Fees

- ▶ \$400 per person if you register by March 8, 2015 (\$450 regular price thereafter)
- ▶ This fee includes one day of highly interactive sessions, continental breakfast, lunch, refreshment breaks, parking downtown, and all course materials
- ▶ Contact us for UCF Alumni and multi-registration discounts: 407-235-3903

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