



Module 10

Introduction to Advertising Campaign Management in Print and Electronic Media

Dates: 23 March 2010
10 June 2010
3 November 2010

Location: The Link Room
Antalis Ltd
Gateway House
Interlink Way West
Coalville, Leicestershire LE67 1LE

Trainer: Neil Gordon

Suitable for:

Marketing, design, studio and brand management personnel involved in campaign and brand management

Learning outcomes:

On completion of this Unit delegates will be able to:

- Identify a range of cross media applications suitable for specific advertising and marketing campaigns.
- Identify the advantages and disadvantages of utilising a range of channels to market.
- Produce key metrics to monitor workflow across marketing activities to ensure resources are deployed effectively.
- Track progress and achievement of objectives and targets.
- Describe how different metrics can be used to measure consumer response.