



BEHAVIOURAL MARKETING

THE NEW WAY TO STRATEGIC MARKETING SUCCESS

Dates: 22-23 August

Length: 2 days 9:00am - 5:00pm

Fee: \$1,600

OVERVIEW

There has been a revolution in the way the consumer has driven the landscape of effective marketing. No longer does a product- or benefit-centric approach guarantee success, nor does targeting a specific segment. Behavioural marketing is the new way to structure strategic and operational planning to get results. This program will challenge your thinking on marketing approaches. Get a complete roadmap and tool kit to build an elegant marketing plan that will get buy-in within an organisation and results in the marketplace.

This 2 day workshop is geared to provide the tools for you to develop insights, create actions and outcomes that will deliver your marketing success.

This course is for you if you know there must be a better way to market, or are looking for a kick-start in how to build a marketing plan that makes the difference. They say that 50% of all marketing doesn't work – find out why.

BENEFITS

Participants will develop an enhanced capacity to;

- understand behavioural marketing create deep customer behavioural insight
- change consumer behaviour – for your benefit
- use tools, models and processes that underscore great analysis of your business
- incorporate ROI and KPI planning into marketing to increase your marketing effectiveness
- develop a killer marketing plan template

CONTENT

- Neuromarketing, psychological aspects of behaviour change and influence
- Applications of Innovation and creativity, activation and messaging principles
- Brand development, Market analysis, and Marketing Plan template

FACILITATOR

Philip Owens. Philip has 20 years experience in operational and strategic business, and has a customer-centric, outcomes oriented approach. He has developed outstanding end-to-end marketing campaigns to drive significant behaviour change and sales results. Philip advocates the significance of building and maintaining authentic relationships at all levels to enhance business and business process. Philip managed the Bayer Schering Pharma division of Women's Health in Germany generating over 1.2 Billion Euros in sales. In addition, Philip has worked extensively in Australia and lead projects in Japan, Poland, Russia, Romania, Mexico, Serbia and China.

EXECUTIVE EDUCATION UNIT

The Executive Education Unit utilises the discipline strengths of the Faculty of Business and Law within Victoria University and selected expert consultants in: leadership, management, accounting; banking and finance; logistics; law and hospitality to provide a range of services to industry and the community. The aim is 'learning for sustainability and business expansion' with a philosophy of 'learning to learn'.

WHO SHOULD ATTEND

Executives and Senior Managers.

VENUE

Victoria Graduate School of Business:
Victoria University, 300 Flinders St, Melbourne

REGISTRATION

Registration form available from the Executive Education Web site:
www.vu.edu.au/eeu

CONTACT US

Please contact the Executive Education Unit for any further queries:

Dr Joe Griffin
Executive Education Director
Level 14, Room 14.21, 300 Flinders Street, Melbourne
Phone: +61 3 9919 1521
Email: joe.griffin@vu.edu.au

Administrative Officer
Level 14, Room 14.06, 300 Flinders Street, Melbourne
Phone: +61 3 9919 1544
Email: exec.edu@vu.edu.au