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:

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