

MARKETING ESSENTIALS FOR THE BRAVE

STEP AHEAD OF THE REST
ENROLL NOW FOR THIS NEW
UPBEAT, INNOVATIVE & DISRUPTIVE
MARKETING COURSE

WHEN: MAY 27 & 28

WHERE: LIDCOMBE CATHOLIC CLUB

WHAT: CLICK HERE FOR MORE INFO

HOW: REGISTER ON LINE CMAA.ASN.AU

OR CONTACT BRAD 02 9746 4199



These days it is virtually impossible to avoid marketing. Turn on the radio or television, open your letterbox, access the internet, read the newspaper or simply go to the shops or walk down the street; no matter where you go or what you do, companies are doing everything they can to capture your attention and convince you to 'act now', 'sign-up' or 'buy now'. Images, slogans, catchy tunes, signs and special offers are just some of the effective techniques used to win you over.

Whether you like it or not, marketing is an essential part of business. It doesn't matter how good your products and services are, if customers don't know you exist, or are not convinced that they should choose you over your competitors, you might as well close your doors now. So....

It's time to get passionate about the power of marketing! Read on and make a difference today. Learn what it takes to be successful in hospitality. The secrets every successful manager needs to know!

In this unit you will learn how to:

- Innovate
- Collect and analyse information on the internal business environment.
- Collect and analyse information on the external business environment.
- Develop new strategies.
- Project based problem solving
- Conduct ongoing evaluation.

Times	9.30am – 4.30pm all days
Cost	\$540 (CMA Member/Affiliate), \$780 (Non Member) (+GST).
Award	Participants will receive a Certificate of Attendance for Marketing for the Brave on successful completion of course requirements.
ACCM Points	CMAA Members & Affiliates earn 24 points for successful completion of this course.
Register	See below or contact Brad Jones at CMAA brad@cmaa.asn.au for further info.

REGISTER ONLINE TODAY AT CMAA.ASN.AU

For more details contact CMAA Head Office • **Phone** 02 9746 4199 • **Email** brad@cmaa.asn.au



MAJOR PLATINUM PARTNER



CONTACT THE CMAA FOR MORE DETAILS

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Email cmad@cmad.asn.au • **Email** training@cmad.asn.au

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