



THE UNIVERSITY OF
SYDNEY

**Advanced
Marketing
Course:
Advertising, PR,
and Digital**

*Centre for
Continuing Education*

Advanced Marketing Course: Advertising, PR, and Digital



Looking for more in-depth marketing knowledge to add to your skills base? This marketing training course is designed for existing marketers with some experience or those who have already completed [Marketing Fundamentals: Core Concepts and Strategies](#), or an equivalent.

In an interactive workshop setting, we focus on a deeper understanding of the key marketing tools of advertising, PR and promotions, with an in-depth look at digital and content marketing. We explore the latest consumer and marketing trends that will enable you to assess what's right for you and your business.

Intended audience

Those who have already attended [Marketing Fundamentals Course: Core Concepts and Strategies](#), completed an undergraduate Marketing course or have some experience working in a marketing role.

Marketers from a range of environments, including product, services, business to business (B2B), government and not-for-profit.

Marketers from a range of sizes from SMEs (small to medium enterprises) to corporates.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)



Upon completion

Every participant receives a University of Sydney statement of completion.



Learning outcomes

By the end of this course, you should be able to:

- identify the key marketing tools of advertising, PR, digital marketing and promotions including their relevance and implementation tactics for your specific business role
- identify the latest marketing trends and how to tap into them in your own workplace
- change your everyday thinking into being more marketing-centric.



Content

Brief marketing overview

- Establishing your marketing objectives

Focus on advertising, online and traditional

- Above and below the line, online and offline, print
- Essentials of effective advertising
- Getting the most from your advertising spend
- Using advertising strategically – exercise

Focus on PR, online and traditional

- PR versus advertising
- Essentials of effective PR to maximise exposure
- Generating your own successful PR

Focus on digital marketing

- Understanding content marketing to optimise an effective web presence
- Refining your objectives for digital deployment
- Understanding the broad range of on line and digital marketing options, including social media
- How to tap into these opportunities

Consumer trends

- Micro and macro marketplace trends that affect you
- Trends in marketing and media
- Marketing in business to business (B2B) and business to consumer (B2C)

Focus on promotions, online and traditional

- Planning traditional versus digital promotions
- Sales based versus strategic promotions

Business planning summary

- Planning marketing activities for your business or product



“I found it interesting and thoroughly enjoyed the course. Delved into areas that I’m currently working in.”

Themia Nye



“The course helped me identify the key marketing tools and strategies of advertising, PR, digital marketing and promotions including their relevance and implementation tactics. The relevant content provided a better understanding of how I can better propose marketing ideas using the Communications Brief structure/template while activities provided practical ways to market our brand more effectively and efficiently. I thoroughly enjoyed this course.”

Aniva Nickel



Delivery style

Delivered as a combined lecture and interactive workshop. You will be encouraged to share your ideas and background to broaden class discussions.

Materials

A course workbook is distributed electronically.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

Centre for Continuing Education
+61 2 7255 1577

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