

Marketing Strategies, Plans and Budgets (IRM II)

Planning & Budgeting

April 29 & 30, 2010

8:30am – 5:00pm

**@ HBA of Raleigh-Wake County
5580 Centerview Dr #115, Raleigh, NC 27606**

Instructor: Dan Levitan, MIRM, CMP, CSP, CAASH

Do you want to find and take advantage of market opportunities for your company? Designed for mid-to-large-volume builders, this course will show you how to maximize results from every dollar you spend on marketing. With optimum product placement, pricing, and promotional tactics, you can plan future results with confidence.

As a graduate of this course, you will be able to:

- Understand the key relationships that should exist among company strategy, finance and marketing.
- Use three competitive strategies and understand their impact on company marketing strategy.
- Apply the key relationships among company vision, value and volume as related to key drivers of company strategy.
- Distinguish the challenges of growth to marketing management.
- Implement a complete system of reports with which to control marketing management.

Designation Credit: CMP, MIRM

Continuing Education Credit: CAPS, CGA, CGB, CGP, CGR, CSP, CMP, GMB, GMR, Master CSP



Registration Fees:

NAHB Member: \$375 Non-Member: \$475

Includes student materials, snacks & drinks.

Lunch is not provided.

Register me for **IRM-II**

Name: _____ **Amt due:** _____

Company: _____

Address: _____

City/State/Zip: _____

E-mail: _____ Phone: _____ FAX: _____

Method of Pmt: Check Master Chg/VISA

MC/VISA #: _____ Exp Date: _____

V# (3 digit # on back of card): _____ Billing Street Address: _____ Zip Code: _____

Fee must be paid in advance. You must cancel at least 1 week before the first day of class to receive a refund. Any cancellation after that date (or no-shows) will be charged the full amount of the class.

For more information, contact Judy @ (919) 232-5882. (Fax: 919-233-2036)

THIS IS YOUR INVOICE.

