

Marketing Strategies, Plans and Budgets

IRM II

Instructor: Hal Von Nessen



**April 26 & 27, 2012
9:00am – 5:00pm**

**5580 Centerview Dr
#115
Raleigh, NC 27606**

**Members: \$375
Non-Members: \$475**

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.

Graduates of this course 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, MCSP, MIRM



Register me for **IRM-II**

Member: \$375 Non-member: \$475
Includes student materials, snacks and drinks.
Lunch is not provided.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

E-mail: _____

Phone: _____

FAX: _____

Amt due: _____

Method of Pmt: Check Master Chg/VISA

MC/VISA #: _____ Exp Date: _____

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

Billing Street Address: _____

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.

