

Lifestyle Merchandising, Advertising and Promotion Strategies (IRM III)

Instructor: Kay Green

This course offers participants an array of strategies to enhance their promotional efforts. It explores the selling power of merchandised models designed to showcase the lifestyle benefits of a new home. It covers a variety of advertising media alternatives, public relations ideas, and sales center design techniques that appeal to target markets, optimize traffic flow, and increase sales.

Graduates of this course will be able to:

- ▶ Complete the steps in the promotional planning and budgeting process
- ▶ Evaluate various media advertising options used to implement promotional strategies
- ▶ Execute public relations activities and organize them into a competitive strategy
- ▶ Implement merchandising techniques and approaches in promotional strategies
- ▶ Use sales centers in promotional strategies and learn various ways to approach them.

Designation Credit: CMP, MIRM

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



**June 14 & 15, 2012
9:00am- 50pm**

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

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

Register me for IRM III Lifestyle Merchandising, Advertising and Promotion Strategies

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.

