



Marketing Boot Camp[®]

a basic marketing 101 program

In today's ever changing marketplace, businesses need their marketing professionals to understand the basics of marketing now more than ever. Business is rapidly changing and needs have increased competition faster than ever imagined. To help reinforce and focus your teams or your own marketing skills, the AMA is offering this highly interactive program facilitated by an experienced AMA instructor.

“This is an excellent program—very relevant information that I can use immediately. I am going to recommend this to the rest of my staff.” - Marketing Boot Camp Attendee

Day 1 8am – 5pm

Continental Breakfast, Lunch & Breaks provided

WHAT MARKETING IS AND IS NOT

HOW MARKETING WORKS

DEMONSTRATION OF THE MARKETING PROCESS

ANALYZING MARKETING

OPPORTUNITIES AND SELECTING MARKETS TO SERVE

DIFFERENTIATING YOURSELF FROM COMPETITORS

Day 2 8am – Noon

Continental Breakfast & Breaks provided

MARKETING PROGRAMS ORGANIZING, IMPLEMENTING AND EVALUATING

DEMONSTRATION OF THE MARKETING PROCESS

FINAL ASSIGNMENT

What You Will Learn

The AMA Boot Camp will provide you and your team with applicable, immediately usable marketing skills, including:

- The basic principles of marketing
- A solid understanding of the marketing process
- How to apply marketing fundamentals
- Learn a framework for a basic marketing plan that supports your organizations strategic plan

Who Should Attend

This is a basic marketing course, relevant to those who are new to the marketing profession or those who have recently moved into positions with responsibilities such as marketing, sales and sales management, advertising, promotion, brand building, and pricing.

“I was amazed at how much this Boot Camp opened my mind and changed my way of thinking about marketing strategies.”

- Marketing Boot Camp Attendee

PRICE

Join the AMA and Save on Registration!

AMA MEMBERS \$475

NON MEMBERS \$740

TO REGISTER

Visit us online or call us at

WWW.MARKETINGPOWER.COM/BOOTCAMP

800.AMA.1150