

整合营销传播

日期 / 语言 / 地点: 2011年10月19日—21日, 英语授课配汉语交替翻译, 上海

课程费用: 人民币 25,800 元

更多信息请访问: <http://exed.ceibs.edu>

根据设计的初衷, 整合营销传播是行之有效的。但在太多误解和曲解的长期侵蚀下, 这个概念始终无法充分发挥潜力和作用。真正的整合营销传播项目整合了一切对客户行为产生影响的因素, 它还包含了将品牌或产品与客户相联系的营销传播, 它是令整个流程启动起来并使之在正常轨道上运行的关键要素。它是多维度、互动性的, 并且得到持续的评估。本课程是由整合营销传播概念的发明者之一精心设计的, 将使此领域的管理人员不仅对其概念有深刻的了解, 而且能够有效地执行整合营销传播项目。

目标

本课程将帮助广告和其它营销及营销传播领域的管理人员了解当今世界上各种对营销和广告产生影响的力量; 明确自己的角色在这一新的营销环境中的变化; 为自己所处的职能领域发展新的方法, 从而不断地为公司战略目标的实现和生产率的提高作出贡献。

对象

广告及其他营销传播职能部门的经理; 市场营销经理、产品经理及其他负责监督此类职能部门或与之合作的管理层; 负责制定广告预算和设定相关职能领域责任制衡量指标的财务经理; 广告公司高级客户经理; 直邮、促销和公关等其它相关职能代理机构的高级客户服务经理。

受益

通过本课程, 学员将能:

- 开发更准确地满足客户需求的产品
- 使产品包装传达同等准确的信息
- 更好地制定反映客户对产品相对价值 (与其他可以满足其相同需求的方式比较) 感知的价格
- 设计便于客户购买的分销计划
- 了解渠道管理、销售管理、融资、客户关系管理 (CRM)、全面质量管理 (TQM)、六西格玛体系, 以及其他任何改变客户思维和行为方式所需的因素

课程内容

- 整合营销传播定义
- 整合营销传播转变
- 权利从营销人员向客户转移
- 成本思维模式向投资思维模式转变
- “以客户为导向”的真实意义
- 制定媒体战略
- 制定创意战略
- 营销公关

- 促销
- 运用客户导向的营销传播规划流程®
- 内向营销

课程安排

第一天	
上午	<p>整合营销传播概念</p> <ul style="list-style-type: none"> • 整合营销传播工作定义 • 对整合营销传播原则的重新阐述 <p>推动整合营销传播转变的因素</p> <ul style="list-style-type: none"> • 经济 • 技术 • 社会 <p>权力从营销人员向客户转移</p> <p>从成本思维模式向投资思维模式转变</p> <p>“以客户为导向”的真实含义</p> <ul style="list-style-type: none"> • 商业态度的演变 • 评估客户及潜在客户 • 客户细分、目标锁定和定位 • 如何制定价值主张
下午	<p>新环境下的营销传播转变</p> <ul style="list-style-type: none"> • 衡量对象如何以及为何发生变化 • 工具：行为时间工具表® • 案例分析
第二天	
上午	<p>制定媒体战略</p> <ul style="list-style-type: none"> • 客户导向的媒体规划 • 个人媒体网络分析 • 个人媒体网络练习 • 效率导向的媒体规划 • 麦格劳-希尔的销售七步曲 <p>制定创意战略</p> <ul style="list-style-type: none"> • 通用电气的“焦点创意法” • 准备创意报告
下午	<p>营销公关思考</p> <p>促销思考</p> <ul style="list-style-type: none"> • 贸易促销 • 消费者促销 • 案例分析
第三天	
上午	<p>运用客户导向的营销传播规划流程®</p> <ul style="list-style-type: none"> • 劳特鹏的 4C 与科特勒的 4P • 衡量与责任 • 实现投资收益率

下午	案例分析 内向营销策略制定 阻碍整合营销传播成功实施的因素 结论
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课程主任

Robert F. Lauterborn



中欧国际工商学院客座教授
 北卡罗来纳大学教堂山分校詹姆斯·L·爵士教席广告学教授

教学/研究领域:

在商界征战三十年后，Lauterborn 教授“退隐”学术界，担任北卡罗来纳大学教堂山分校詹姆斯·L·爵士教席广告学教授。该教席由爵士基金会捐资一百万设立，目的是促进广告教学。

在过去的十多年里，他曾到 19 个国家进行过演讲以及组织研讨会，主题涉及整合营销传播理论、创建内部品牌、改进创造绩效、市场营销与营销传播力以及诸多其他主题。1999 年，鉴于他对商业营销的发展以及进步作出的终身贡献，商业营销协会授予其“小 G·D·克莱恩奖”（该奖项以《广告时代》杂志创刊人的名字命名），并正式将其列入商业营销名人堂。

学术成就:

Lauterborn 教授曾与人合著畅销书《整合营销传播》。该书已被译成五种语言（汉语、日语、韩语、西班牙语及葡萄牙语）。此后他再次与人合著另一本畅销书《新整合营销》。在美国学术界、图书经销商以及客户服务提供商中开展的一项调查显示，《整合营销传播》一书在所有影响广告研究的众多著作中始终保持第 14 位的排名，而在 1986 年以来撰写的该领域书籍中更是名列榜首。

企业经验:

在加入学术界之前，Lauterborn 教授曾任美国国际纸业公司全球营销传播及公司广告总监。他还曾为通用电气公司工作过 16 年，从事营销以及公司传播管理。他还是摩根安盛咨询公司（一家总部设在纽约的营销传播管理咨询公司）的总裁，也是 Aprimo 公司的营销顾问委员会委员。

他在行业中向来十分活跃。他曾任美国国家广告客户协会副主席以及商业营销协会主席。他也曾在多家行业组织中担任董事，如广告研究基金会，还担任过商业广告研究理事会主席。

他还为多家不同行业公司担任顾问，其中包括 IBM、美国电话电报公司、惠普、陶氏化学、埃克森美孚、德州仪器、前进能源、凯悦以及通用汽车金融服务公司，同时他也为世界各地的广告、公共关系以及促销机构提供咨询。

日期/语言/地点

2011年10月19日-21日 / 英语授课配汉语交替翻译 / 上海(上海市浦东红枫路699号中欧国际工商学院)。

申请程序

申请者可以通过以下两种方式申请课程：

- 在线申请。请登陆中欧高层经理培训课程网站 <http://exed.ceibs.edu>，选定您想要申请的课程，点击**在线申请**即可进行课程申请。
- 您也可以致电中欧客户服务小组索取课程申请表，填写完整之后传真、电子邮件或邮寄至中欧客户服务小组即可完成课程申请。

课程申请必须在开课前 20 日前完成。所有申请根据先后顺序进行审核，席位以中欧最终确认为准。开课前 20 日内收到的申请视具体情况而定。如需咨询详情，请联络我院设于上海、北京和深圳的客户服务小组。

收费

整个课程费用为人民币 25,800 元，包括学费、案例使用费、午餐费、资料费、文具费、其他相关材料费，以及口译和笔译费用（如有需要）。课程费用应在开课前 15 日前全部缴清。开课前 15 日内提出申请时需立即付费。

撤销报名

开课前 15 日（含第 15 日）之前取消课程，将退还全部学费，因为退款所发生的费用由学员/学员企业承担。在开课前 15 日之内取消课程，将收取应付学费总额的 20%。开课后，学员因任何原因自行退出学习，学费概不退还。

联系我们

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Integrated Marketing Communication

Date / Language / Venue: October 19-21, 2011, English with sequential Chinese interpretation, Shanghai

Fee: RMB25,800

For more information, please visit <http://exed.ceibs.edu>

Integrated Marketing Communication (IMC) as it was designed, works. But many misconceptions and misinterpretations have seeped in over time that keep the concept from making its full potential contribution. A true IMC programme integrates everything that impacts customer behaviour, and it involves multidimensional, interactive, continuously measured communication that connects the brand or product and the customer, because that's what makes the whole process lift off and stay in orbit. This course is designed by one of the original inventors of the IMC concept to help practitioners not only to thoroughly understand the theory but also to effectively implement IMC programmes.

Objective

This programme will help advertising and other marketing and marketing communication managers understand the forces impacting marketing and advertising today worldwide, help them to understand their changed roles in this new marketing environment, and help them to develop new approaches to the function which will allow them to contribute consistently to the achievement of company strategic objectives and improved productivity.

Who Should Attend

Advertising and other marketing communications functional managers, marketing managers, product managers, and other managers responsible for supervising or working with the function, financial managers responsible for setting up advertising budgets and accountability measures, advertising agency account executives, client service executives of other functional agencies such as direct mail, promotion and public relations.

Programme Benefits

After completing the programme, participants will be better able to:

- Develop products that meet customer needs more precisely
- Design package that communicates with equal precision
- Set price that reflects the value the customer perceives in the product compared to other ways he or she could satisfy the need or want
- Design a distribution scheme that makes it convenient for the customer to buy
- Understand channel management, sales management, financing, CRM, TQM, Six Sigma and whatever else needs to be happening to change how the customer thinks and behaves

Programme Coverage

- Definition of IMC
- Shift to IMC
- Power shift from marketers to customers
- Moving from a cost mentality to an investment mentality

- What being “Customer-driven” really means
- Developing media strategy
- Developing creative strategy
- IMC marketing PR
- IMC promotional thinking
- The IMC Customized Marketing Communication Planning Process®
- Inward marketing strategy development

Programme Schedule

Day 1	
morning	Overview <ul style="list-style-type: none"> • Integrated marketing communication defined • Integrated marketing communications explained Forces Driving the Shift to IMC <ul style="list-style-type: none"> • Economic • Technological • Societal Power Shift from Marketers to Customers Moving from A Cost Mentality to An Investment Mentality: What Being “Customer-driven” Really Means <ul style="list-style-type: none"> • The evolution of business attitudes • Evaluating customers and prospects • Segmentation, targeting and positioning • How to develop value propositions
afternoon	How Marketing Communication Evolved in This New Context <ul style="list-style-type: none"> • How and why what is measured changed • Using the Behavioral TimeLine® • Case study
Day 2	
morning	IMC Media Thinking <ul style="list-style-type: none"> • Customer-driven media planning • Personal Media Network • PMN exercise • Efficiency-driven media planning • McGraw-Hill’s Seven Steps to a Sale IMC Creative Thinking <ul style="list-style-type: none"> • GE’s FOCUS Creative Approach • Preparing the Creative Brief
afternoon	IMC Marketing PR Thinking IMC Promotional Thinking <ul style="list-style-type: none"> • Trade promotion • Consumer promotion • Case study

Day 3	
morning	The IMC Customized Marketing Communication Planning Process® <ul style="list-style-type: none"> • Lauterborn's 4Cs versus Kotler's 4Ps • Measurement and accountability • Getting to ROI
afternoon	Case Study Inward Marketing Strategy Development Barriers to Successful IMC Implementation Conclusion

Programme Director

Robert F. Lauterborn



Visiting Professor, CEIBS
James L. Knight Chair Professor of Advertising,
The University of North Carolina at Chapel Hill

TEACHING/RESEARCH INTERESTS:

After a 30-year career in business, Professor Lauterborn was "seduced into academia" as the James L. Knight Chair Professor of Advertising at the University of North Carolina at Chapel Hill, a position made possible by a million-dollar grant from the Knight Foundation to improve the teaching of advertising.

Over the past dozen years, he has made speeches and/or run workshops and seminars in 19 countries on IMC, Internal Branding, Improving Creative Performance, Marketing and Marketing Communications Productivity and several other topics. In 1999, the Business Marketing Association presented him with the G. D. Crain, Jr. Award (named after the founder of *Advertising Age*) for "lifetime contributions to the development and improvement of business marketing," and inducted him into the Business Marketing Hall of Fame.

ACADEMIC ACHIEVEMENTS:

Professor Lauterborn is a co-author of the best-selling book *Integrated Marketing Communication: Pulling It Together and Making It Work* (NTC, 1993), which has been translated into five languages (Chinese, Japanese, Korean, Spanish and Portuguese), and a second book titled *The New Marketing Paradigm*. In a survey among American academics and agency and client-side practitioners, the IMC book was ranked 14th all-time among books influencing the study of advertising, and number one among books written since 1986.

CORPORATE EXPERIENCE:

Prior to joining academia, Professor Lauterborn was Director of Marketing Communication & Corporate Advertising for International Paper worldwide. He also spent 16 years with General Electric in marketing and corporate communications management. He is also a principal in Morgan Anderson Consulting, a marketing communications management consulting firm headquartered in New York, and a marketing advisory board member for Aprimo.

Always active in the industry, he is a former Vice Chairman of the Association of National Advertisers and Chairman of the

Business Marketing Association. He has also been on the boards of several other industry organisations, such as the Advertising Research Foundation, and chaired the Business Advertising Research Council.

He also consults for companies in a broad range of industries, some of which include IBM, AT&T, HP, Dow, Exxon Mobil, Texas Instruments, Progress Energy, Hyatt and GMAC, and for advertising, public relations and promotion agencies worldwide.

Date/Language/Venue

October 19-21, 2011 / English with sequential Chinese Interpretation / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai).

Admissions Procedures

Applicants can apply for the programme in either form:

- Online application: Please visit the CEIBS Executive Education website <http://exed.ceibs.edu>, select the programme you want to take, and click “**Apply Now**” to apply for the programme; or
- Please call the CEIBS Customer Service Team for a printed Application Form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail.

Applications are requested 20 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on a space-available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB25,800, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 days before the start of the programme. Applications made within 15 days of the start of a programme require immediate payment.

Cancellations

Any cancellation made 15 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, the expenses arising therefrom shall be for the account of the applicant or his/her employer. Any cancellation made less than 15 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme starts, no fees shall be refunded for participants who withdraw from the programme for any reason.

Contact Information

Customer Service Team	Customer Service Team	Customer Service Team
Executive Education Department	CEIBS Beijing Campus	CEIBS Shenzhen Representative
China Europe International Business School	No.20, Zhongguancun Software Park, 8 Dongbeiwang West Road, Haidian District, Beijing, 100193, P.R.C.	Office 8F, RongChao Business Centre Block A, 6003 Yitian Road, Futian District, Shenzhen, 518026, P.R.C.
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