



The Chartered
Institute of Marketing



Chartered CPD Programme



DPMAR

**Development
Programme for
Marketers** COHORT 5
2012

www.the-abs.org.uk

ABS DEVELOPMENT PROGRAMME FOR MARKETERS (DPMAR) 2012

This event has been allocated 35 hours of CPD within The Chartered Institute of Marketing's Chartered CPD Programme, which you can claim towards meeting the target hours to receive recognition of your ongoing development, or towards achieving or maintaining Chartered Marketer status.

DPMAR will start its fourth cohort in January 2011 and features eminent speakers such as: Prof. Veronica Wong, Aston, Prof. Lyndon Simkin, Oxford Brookes and Prof. Malcolm McDonald from Cranfield, covering sessions from planning strategy and implementation to alumni, branding and differentiation and more. Speakers from industry will also be on the agenda as will as fantastic chance to network and benchmark with your peers.

A two day visit to an international business school is also included in the programme to gain insight and different perspectives of how Schools manage and implement their marketing plans and processes.

Overview

Marketing and Communications staff within business schools have a unique and pivotal role to play in the effective running of the institution, from recruitment through to alumni relations. Roles and responsibilities can often cross job roles and departments, increasingly the boundaries are being blurred between marketing, public relations and communications roles – particularly with the advent of new and social media.

Take part in this new development programme where you will be able to tap into the leading edge thinking from other professional marketers and benchmark against other leading UK business schools – with practical advice, models and real life case studies to take away.

Being a marketer in a business school requires a unique skill set, this course has been developed with this in mind.

Who should attend

Staff with an involvement in marketing and communications within UK business schools. Many individuals in these roles may have their own professional qualifications but others may have received little or no specific training for practicing in a business school environment.

Dates

Session 1:

Thursday 12 and Friday 13 January 2012

Session 2:

Thursday 1 and Friday 2 March 2012

Session 3:

Thursday 10 and Friday 11 May 2012
– to be held at the Branding Museum London

Session 4:

Thursday 28 and Friday 29 June 2012
– to be a joint session with the International DPMAR delegates – INSEAD or IEDC Bled School of Management *tbc*

Session 5:

Thursday 11 and 12 October 2012
– to be held at the Chartered Institute of Marketing

Fee

The cost of the programme is £3,600 per person.

This includes tuition and programme materials, visits, refreshments, dinner, overnight accommodation, breakfast and lunches. All except flights for the final visit.

The fee is payable in three installments:

1st payment £1,200 by 13 January 2012

2nd payment £1,200 by 11 May 2012

3rd payment £1,200 by 12 August 2012

"Having the opportunity to share experiences and best practice with likeminded professionals has been invaluable and the topics covered in the sessions have been informative and enjoyable."

**Kay Jones, Director of Marketing & Development
Newcastle University Business School**

ABS DEVELOPMENT PROGRAMME FOR MARKETERS (DPMAR) 2012

Session 1

Overview for Marketers in a Business School Environment

- Overview in HE
- The importance of an integrated marketing plan
- Developing a core strategy
- Segmentation, targeting and positioning
- Marketing Plans

Session 2

Implementation

- Strategic drivers
- New developments in the marketers toolkit including digital marketing and Web 2.0
- Scenario Planning
- Internationalisation

Session 3

Branding and Differentiation

To be held at the Branding Museum London

- International reach
- Differentiation strategy
- Perceptions
- Re branding

"I joined MMU Business School in September 2007 and the ABS' DPMAR programme began from October. I had worked in HE marketing for three years but from a central rather than a Business School perspective and have found the course invaluable in terms of focussing my knowledge and skills on such a niche marketplace. Networking with colleagues in related roles in such a wide variety of institutions across the UK has enabled us to share best practice across the sector when discussing different aspects of marketing, from alumni development and digital marketing to re-branding and differentiation."

Kate Aldridge, Publicity and Marketing Officer, Student and Academic Services, MMU

Session 4

Joint session with the International DPMAR delegates – INSEAD or IEDC Bled School of Management tbc (delegates will be responsible for their own flights and transfers).

Session 5

To be held at the Chartered Institute of Marketing (CIM), Moor Hall Cookham

- Fundraising and alumni
- Marketing Accountability and Creativity
- Ethics
- Up-to-date presentations from the CIM on hot topics in HE

NEW

International Marketers Programme (ITMAR)

Join colleagues from around the world on three exciting study visits:

6-9 February 2012

Lancaster School of Management in Dehli and Indian IIM

28-30 June 2012

INSEAD or IEDC Bled School of Management tbc

19-21 September / 26-28 September 2012

Various business schools in Toronto Canada

For more information please contact:

vrobison@the-abs.org.uk

ABS DEVELOPMENT PROGRAMME FOR MARKETERS (DPMAR) 2012

ABS Development Programme for Marketers (DPMAR) 2012 Registration Form

I would like to register for the DPMAR full programme (including lunch, refreshments, dinners)

Please **tick one of the options** below

I will pay online by credit card at www.the-abs.org.uk

Please invoice me for the full amount **£3,600**

Fee to be invoiced in three instalments: deposit **£1,200**, second payment **£1,200**, final payment **£1,200**

I cannot participate in the 2013 cohort but would like information on future programmes.

To reserve a place please contact Victoria Robinson, please note places are limited.

Post: Victoria Robinson, Head of Marketing and Communications, Association of Business Schools, 137 Euston Road, London NW1 2AA, UK

Fax: +44 (0)20 7388 0009

Email: vrobinson@the-abs.org.uk

Mobile/Blackberry: +44 (0)7884 002785

Tel: +44 (0)20 7388 0007

If your institution is paying then your registration MUST include a valid purchase order number

If we receive a form without a valid purchase order number, it will be necessary to return the form and request its proper completion. This is due to changes in University finance office procedures.

Purchase Order No

Name

Position

School/Department

Institution

Address

Email

Phone

Mobile

Fax

Skype (optional)

Signature

Please keep me informed of any relevant news from the ABS
Note: your information will not be passed on to any third parties

NB: ABS offices are not DDA compliant. ABS reserves the right to change elements of the programme if necessary.

If you wish to cancel your booking for a development programme, the following charges will apply:

- If a cancellation is made up to 2 months prior to the commencement of the course you will be required to seek a replacement delegate from your institution and full fees are liable or a deferral till the following year can apply
- If you cancel your booking less than eight working days before the event, delegate fees are liable in full.
- If you cancel your booking up to 10 working days before the start of the programme you will be liable for 75% of the fee
- You may send an alternative delegate if you are unable to attend without incurring additional fees. Where possible, the ABS asks you to inform it of the alternative delegate's name at least three working days before the date of the event.