Marketing Strategy and Brand Building

Case for Sponsorship
Why You Should Send Your Up and Coming Marketing People to the Marketing Strategy and Brand Building Progam

Your marketing organization is the conduit for communicating to your end-user, and it is critically important that every member of your marketing team has a solid grounding in the marketing planning and implementation process, as well as an understanding of effective marketing tools and techniques from traditional to new web-based marketing opportunities.

Queen's Marketing Program is an intensive program that demonstrates how to develop an effective marketing strategy, evaluate your marketing efforts, eliminate waste, and effectively market your product or service.

In the program, participants will learn to:
• Choose the strategic platform that aligns with your business strategy
• Develop and articulate your value proposition
• Target the right customers
• Differentiate yourself from your competition
• Develop, write and implement a fully-integrated marketing plan and gain buy-in across the organization
• Identify the appropriate marketing tools and techniques for increasing awareness and delivering your message
• Understand the importance of social media and other web-based marketing tools
• Evaluate your marketing efforts, eliminate waste and focus on the initiatives that are working

By sponsoring a high-potential employee in this program, your organization gives a talented individual the chance to gain the critical skills they need to be more effective in their current role or to take on more senior roles within the marketing organization. The impact will be immediate and significant.

As well, you will be demonstrating commitment to your employees, and contributing to a culture of mutual support and loyalty. Sponsoring an employee in Queen's Executive Education programs is a sound business decision, and it is a great way to show promising managers that they don't need to look outside the organization for opportunities that match their potential.

A corporate investment that yields immediate returns

Queen's Executive Education programs are Canada's most popular, and they are consistently ranked #1 in Canada and among the best in the world by Bloomberg BusinessWeek and Financial Times.

Our outstanding reputation rests in our ability to impart ideas, tools, and concepts that managers can apply to their own organizations. Our program alumni have told us that they were able to apply their learning immediately upon returning to the workplace and that the impact was substantial.
Developing talent from within

Case studies and business experience have proven that it’s better for an organization to develop its talent from within than to recruit from outside.

Nurture Your Best Talent
Many organizations compare the value of investing in executive education to the cost of hiring a new employee. A new hire might easily take two years to learn the business. In contrast, your current employee is already up to speed and contributing to the organization, clearly making Queen’s Executive Education programs the more cost-effective option.

Return on Investment
The return on your investment will be significant and quantifiable. From strategic alignment to cost reductions to improved customer interactions and more streamlined reporting systems, the opportunities are practically limitless.

Developing executives is what we do

At Queen’s, developing executives is something we do better than anyone else. We’ve been doing this for almost 35 years, and more than 3,500 organizations in over 60 countries have chosen Queen’s to help them develop their people. Why?

- A well-earned reputation for excellence
- Unrivalled experience in Executive Education
- An action-oriented learning model that incorporates case studies and experiential exercises
- Executive level customer support
- Superior networking opportunities
- Outstanding post-program support

Canada Job Grant
The Canada Job Grant Agreement is a key source of funding for employer-sponsored training and education. It enables employers to invest in their employees, with assistance from the government. For more information, visit your provincial government website and search for Canada Job Grant.

How much will it cost?
The cost of the 2-day Queen’s Marketing Program is $3,300.

Visit our website at ssb.ca/marketing