



The
University
Of
Sheffield.



CITY College
An International
Faculty Of
The University.

Executive
Education
Centre

E X E D

Integrated Marketing Communication Programme

Friday 14 March 2014			
18:00 – 19:30	THE CONCEPT OF INTEGRATED MARKETING COMMUNICATIONS (IMC)	Notes and articles	C. Liassides
19:30 – 19:45	Coffee Break		
19:45 – 21:15	CONSUMER BEHAVIOR, OBJECTIVES AND BUDGETING FOR IMC	Notes and articles	C. Liassides

Saturday 15 March 2014			
9:00 – 10:30	CREATIVE STRATEGY (ALTERNATIVE STRATEGIES)	Notes and articles	C. Liassides
10:30 – 10:45	Coffee Break		
10:45 – 12:15	MESSAGE APPEALS and SUBLIMINAL MESSAGES	Notes and articles	C. Liassides
12:15 – 12:30	Break		
12:30 – 14:00	DESIGN & PRODUCTION	Notes and articles	C. Liassides
14:00 – 15:00	Lunch Break		
15:00 – 16:30	DESIGN & PRODUCTION WORKSHOP	Notes and articles	C. Liassides
16:30 – 16:45	Coffee Break		
16:45 – 18:15	MEDIA PLANNING	Notes and articles	C. Liassides

Sunday 16 March 2014			
9:00 – 10:30	THE RETAIL SECTOR - SALES PROMOTION	Notes and articles	C. Liassides
10:30 – 10:45	<i>Coffee Break</i>		
10:45 – 12:15	TRADE ORIENTED SALES PROMOTIONS	Notes and articles	C. Liassides
12:15 – 12:30	<i>Coffee Break</i>		
12:30 – 14:00	PRODUCT PLACEMENT	Notes and articles	C. Liassides
14:00 – 14:15	<i>Coffee Break</i>		
14:15 – 15:45	COURSEWORK PREPARATION	Notes and articles	C. Liassides