

■ EUROPEAN MARKETING I INSTITUTE

COURSE DESCRIPTIONS

AN OVERVIEW OF SHOPPING CENTRE MARKETING IN EUROPE

You will receive an in-depth review of the marketing manager's role as it involves all facets of shopping centres, including the lease document, financial reporting, legal responsibilities, budgeting, license agreements, taxes, insurance and contracts. The responsibilities of managing an internal marketing department to appropriate marketing expenses as well as outside resources for the marketing function will also be discussed. The session concludes with an introduction to building relationships with owners.

PRINCIPLES OF MARKET RESEARCH

Learn about the techniques and interpretation of market research. Specific topics include the utilisation of various methods of shopping centre research. Included will be centre/competitive data, primary consumer data, footfall, secondary market data, defining the catchment area and benchmark tools and their application.

RETAILING PRINCIPLES AND TENANT RETENTION

You will learn the principles of retailing, merchandising and the retailer's merchandise buying process. We will cover principal types, ownership structures and retail industry-specific terminology. A major benefit will be a valuable overview of retail terms; tenant mix criteria; and the primary goals of shopping centre personnel as they relate to retail productivity. Specific topics include troubleshooting, marketing assistance, skills in communication, as well as participation and motivational strategies to use with retailers. Retailer motivation will encompass incentive programmes and the challenges one faces in getting retailers to participate in, and benefit from, marketing programmes.

RETAILING CONCEPTS AND VISUAL MERCHANDISING

Learn retailing concepts as well as how to evaluate a store's visual appeal, with emphasis on inventory breadth and depth, traffic flow, layout, visual presentation and merchandise displays.

MARKETING'S CONTRIBUTION TO INCREASING CENTRE PERFORMANCE

Learn why marketing and the role of the marketing manager is critical to the success of the shopping centre. In meeting your daily responsibilities as a marketing professional, you will face this challenge from retailers and centre owners. It examines how a shopping centre derives its earnings from your retailers' rent and how marketing contributes to that process. Letting support, the impact of retail sales in setting market rents for renewals and re-letting, increases in turnover rental income, and the creation of additional income sources in relation to the centre's marketing plan will be discussed. In addition, the basic fundamentals of shopping centre economic formulae and lease terminology will be covered.

MEDIA MIX AND TARGET MARKETING

Learn all about advertising in newspaper, television, radio, direct mail, outdoor, Internet and other media. Gain a basic knowledge of media terminology, research and buying strategies, comparing and maximising media options, and developing goals for effective media use. This course will assist you in evaluating media buys and placements.

DEVELOPMENT OF AN EFFECTIVE ADVERTISING CAMPAIGN

Develop an effective advertising campaign using the skills and concepts introduced throughout the week. The class, designed as an interactive workshop, will provide you with an overview of the advertising production process and fundamentals of advertising concepts. This course will cover how to identify your shopping centre as a brand that consumers will recognise.

PUBLIC RELATIONS, COMMUNITY RELATIONS AND SALES PROMOTION

Your shopping centre can be featured in the news and you will learn how. Come away with an understanding of public relations and its role as an effective marketing tool. Learn the vocabulary of media relations, ways of determining the newsworthiness of various shopping centre activities, different types of publicity coverage, things you need to know about working with the media, how to influence public opinion, ways to generate positive coverage and how to evaluate the media coverage you receive. Using community relations to increase publicity for your centre as it relates to special events and sales promotion issues will be discussed.

THE MARKETING PLAN

Learn how to develop an effective marketing plan in this two-part class. First, you will participate in an in-depth discussion of how to develop an effective plan comprising the five key parts: the situation analysis; identifying problems and opportunities; setting worthwhile goals; developing strategies; and employing tactics that will help achieve the centre's objectives. Several strategic marketing plans are provided as part of the lecture to give students valuable and relevant examples. You will also be asked to perform a hands-on sales analysis. During the second half of the class, you will participate in a workshop to develop a strategic marketing plan. You will come away with the thought processes you can employ in your own planning efforts.