

■ EUROPEAN MARKETING II INSTITUTE

COURSE DESCRIPTIONS

STRATEGIC MARKETING TO ENHANCE CENTRE PRODUCTIVITY

Learn more about the types of marketing actions that provide the most cost-effective and efficient results affecting the financial performance of shopping centres. Discussion is focused on the relationship between marketing programme costs and sales performance. Analytic tools discussed include rent formulas, demographic characteristics and sales performance comparisons. You will learn about the cost of capital and how you can evaluate the marketing results that justify capital invested in marketing. You will also learn how to establish payback on those funds through measurable results.

MARKETING URBAN AND MIXED-USE CENTRES

Investigate the ways marketing can be implemented to address the problems and opportunities unique to mixed use and urban centres. Examine the issues that differentiate them from larger properties. This course covers those unique centre concerns, including such topics as defining the market, strategic planning and marketing, and the financing and sustaining of a successful marketing programme.

CREATING A TENANT MIX AND A LEASING PLAN

Gain an overview of merchandising a centre, focusing on tenant mix and positioning both new and existing centres. Topics covered include developing a plan to strengthen your centre's tenant mix by using trade area data to determine market focus, the similarities and differences of various merchant categories, the let renewal decision, and various considerations in placing tenants in the correct space in the centre. Learn to explore and take advantage of the natural synergism between the consumer marketing and leasing disciplines.

INTEGRATED MARKETING STRATEGIES

You will explore examples of strategic integrated marketing applications. Special emphasis is given to learning to quantify, qualify, compare, target, and alter demographic draws and shopper profiles. Shopping patterns, buying attitudes, competition and effectiveness are discussed, along with the presentation of case studies.

SPONSORSHIP AND ALTERNATIVE REVENUE

This course will cover specialty-marketing programmes that specifically targets a lucrative market. We will discuss tourism research, developing a tourism-marketing plan, sales and marketing techniques as well as the tracking of your programmes. Sponsorship programmes and partnerships are another way to bring in money and increase revenue to ultimately change the value of the shopping centre. This course will explore the difference between the two; look at how to identify potential sponsors and partners; how to negotiate with them; and how to nurture the relationship for long-term success. Other specialty marketing techniques will be discussed such as joint shopping centre programmes and corporate programmes.

ADVANCED MARKET RESEARCH

Learn how market research is the foundation of all facets of the decision making process. Review the details of the research process from formulation to implementation, including the analysis and formulation of strategies involving operations, marketing and letting. Learn about redevelopment opportunities uncovered through the analysis process. Topics include shopping centre needs assessment and specific market characteristics, methodology and analytic tools.

ADVANCED PUBLIC RELATIONS STRATEGIES AND CRISIS MANAGEMENT

Learn ways to extend the application of public relations beyond generating free media coverage. Make public relations a strategic part of your centre's marketing plan and target approaches to specific media, consumers, tenants and city/state officials. You will understand how to use public relations techniques to influence your community and customer base positively. This session will also focus on effective pre-planning for all types of crisis situations faced by shopping centres today. Discussion will include case studies and examples of effective strategies used to combat both reality and perception when dealing with crisis management. The various audiences of consumer, retailer, media and their roles in the process will be addressed.

THE TEAM APPROACH TO ASSET MANAGEMENT

Discover how letting, specialty letting, marketing and property management teams can work together to increase productivity. Strategies as well as collaborative and cooperative methods are reviewed to focus discussion on relationships among owners/developers, management, tenants, lenders and customers. You will participate in workshops to review effective teamwork techniques employed to improve a centre's competitive position and enhance its net operating income.