



Building A Marketing Plan

Location: 95 St Clair Avenue West, Suite 1103, Toronto
Session: 8:30am to 4:30pm

***An interactive learning experience about building
a more effective marketing plan***

Instructor:

Debbie Scoffield
Scoffield Consulting

About the course:

Participants will leave the workshop with a marketing plan format and techniques on how to build an effective marketing plan. The course objectives are to:

- Build on marketing knowledge and understanding
- Generate an on-target brand position
- Develop effective objectives/strategies and brand-building marketing tactics
- Use a recommended format to develop an effective marketing plan

Who should take this course:

Marketing people in product or service areas who want to develop an effective marketing plan.

Note: *Building a Marketing Plan is a pre-requisite for the Brand Leadership workshop.*

About the presenter: Debbie Scoffield

Debbie Scoffield is a consultant specializing in marketing, strategic planning, and project management. Her 30 years experience includes working with large and small product and service companies and agencies such as Canada Dry Motts, Pepsi, Petro Canada, Wyeth, Sprint, Ontario Tourism, A&P, Zenith Optimedia, and others to develop strategic plans, marketing plans, creative, media, new product innovation, promotions, market research, brand positioning and packaging.

[Click here](#) to download the course registration form.

For further information, please contact:

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