



Fundamentals of Advertising

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

An intensive primer on the basics of advertising & marketing

Instructor:

Debbie Scoffield,
Scoffield Consulting

About the course:

This course is designed to offer a solid grounding in basic marketing and advertising concepts. The two-day agenda is structured for a balance of lecture, discussion and workshop exercises. Participants will assess market conditions for a given product and explore campaign options, a process involving writing a positioning statement, selecting a target audience, identifying key product benefits, writing a creative brief, and giving and receiving client presentations. Areas covered include the role of advertising in the marketing mix, building brand equity, market conditions which influence strategies, advantages and limitations of major and new media, key pillars of advertising effectiveness, and reconciling agency and client agendas.

Who should take this course:

Marketing people who want to learn or solidify their basic understanding of marketing and advertising communication concepts.

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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