

MARKETING MANAGEMENT PROGRAMME

19th January - 8th February 1992

DRAFT 30/12/91

SUNDAY 19th JANUARY

| | | |
|-------------------|--------------------------|--------------------|
| 6.30 pm - 7.00 pm | Introduction and Welcome | Jimmi Rembiszewski |
| 7.00 pm - 7.30 pm | Drinks | |
| 7.30 pm | Dinner | |

MONDAY 20th JANUARY

| | | |
|--------------------|------------------------|------------|
| 9.00 am - 12.30 pm | Marketing - Key Issues | Rick Brown |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 6.30 pm | Continued | |
| 7.00 pm | Dinner | |
| 8.00 pm | Case Exercise | Syndicates |

TUESDAY 21st JANUARY

| | | |
|--------------------|--------------------------------|------------------|
| 9.00 am - 12.30 pm | Continuation | Rick Brown |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 6.30 pm | The Marketing Planning Process | Malcolm McDonald |
| 6.30 pm | Free Evening | |

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WEDNESDAY 22nd JANUARY

| | | |
|---------------------|---|------------------|
| 9.00 am - 12.30 pm | Continuation from Tuesday | Malcolm McDonald |
| 10.30 am - 11.00 am | Break | |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.45 pm | Continuation | Malcolm McDonald |
| 3.45 pm - 4.15 pm | Break | |
| 4.15 pm - 6.30 pm | Continued | Malcolm McDonald |
| 7.00 pm | Dinner | |
| 8.00 pm | Individual Reading of Part 1 Case Study | |

THURSDAY 23rd JANUARY

| | | |
|---------------------|---|-----------------|
| 9.00 am - 10.30 am | Worldwide Cigarette Marketing Trends | Trevor Bates |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.30 pm | Communication Issues | Iain Hacking |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.00 pm | Introduction to German Case Study | Rolf Bielefeldt |
| 3.00 pm - 3.30 pm | Break | |
| 3.30 pm - 4.30 pm | Continuation of Introduction to German Case Study | Rolf Bielefeldt |
| 4.30 pm - 5.00 pm | Case Study : 1.0 Brief | |
| 5.00 pm - 6.30 pm | Case Study in Syndicates | |
| 7.00 pm | Dinner | |
| 8.00 pm | Case Study in Syndicates | |

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FRIDAY 24th JANUARY

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|---------------------|--|-----------------|
| 9.00 am - 10.30 am | Case Study : 1.0 presentations and discussions | Rolf Bielefeldt |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.30 pm | Case Study Continued | Rolf Bielefeldt |
| 12.30 pm - 1.30 pm | Lunch | |
| 1.30 pm | Delegate Group Photograph | |
| 2.00 pm - 3.30 pm | The Role and Importance of International Brands | Ian Ross |
| 3.30 pm - 4.00 pm | Break | |
| 4.00 pm - 5.30 pm | Strategies and Plans for Key UK International Brands | Ian Ross |
| 7.00 pm | Dinner | |

SUNDAY 26th JANUARY

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| 8.00 pm | Dinner | |
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MONDAY 27th JANUARY

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| 9.00 am - 10.30 am | Discussion on the Role, Principle Accountabilities, Skills and Personal Qualities necessary to be a Marketing Director and how these should be acquired and developed. | Bob Taylor |
| 10.30 am - 11.00 am | Break | |
| 11.00 pm - 12.30 pm | Managing Brands for Value | Jimmi Rembiszewski |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.30 pm | Building Strategy through Understanding Consumers and their Needs | Bob Bexon |
| 3.30 pm - 4.00 pm | Break | |
| 4.00 pm - 5.30 pm | Optimising the Marketing mix | Bob Bexon |
| 7.00 pm | Dinner | |
| 8.00 pm | Case Study : Discussion in Syndicates on Market Research Section 1.1 | Syndicates |

TUESDAY 28th JANUARY

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|---------------------|--|----------------|
| 9.00 am - 10.30 am | Developing an Integrated Communications Strategy | Bob Bexon |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.30 pm | Continued | Bob Bexon |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.30 pm | | BSB Doriand |
| 3.30 pm - 4.00 pm | Break | |
| 4.00 pm - 5.30 pm | Role and Responsibilities as Head of Marketing in an Operating Company | Francis Carlow |
| 7.00 pm | Dinner | |

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WEDNESDAY 29th JANUARY

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| 9.00 am - 10.30 am | Managing the External Environment | Dr. Sharon Boyse |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.30 pm | Continued | Dr. Sharon Boyse |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.30 pm | Strategies and plans for key US International Brands | Hank Howells |
| 3.30 pm - 4.00 pm | Break | |
| 4.00 pm - 5.30 pm | Instore Merchandising Management | Logistics |
| 5.30 pm - 6.30 pm | Case Study : 1.2 Communications | Syndicates |
| 7.00 pm | Dinner | |
| 8.00 pm | Case Study : 1.2 Communications | Syndicates |

THURSDAY 30th JANUARY

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|---------------------|--|----------------|
| 9.00 am - 10.30 am | Case Study : 1.2 Presentations and Discussions | |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.30 pm | The Impact of Change on Sales and Distribution | Richard Martin |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.30 pm | Case Exercise and discussion | Richard Martin |
| 3.30 pm - 4.00 pm | Break | |
| 4.00 pm - 6.30 pm | Case Study : 1.3 Sales Operations | Syndicates |
| 7.00 pm | Dinner | |
| 8.00 pm | Case Study Continued | Syndicates |

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FRIDAY 31st JANUARY

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|---------------------|--|------------------|
| 9.00 am - 10.30 am | Case Study : 1.3 Presentation and Discussion | Richard Martin |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.15 pm | Information Technology in Marketing | Eddie Hayes |
| 12.15 pm - 1.45 pm | Lunch | |
| 1.45 pm - 3.45 pm | Pricing and Excise | Paul Bingham |
| 3.45 pm - 4.00 | Break | |
| 4.00 pm - 5.30 pm | Effective Control of Resources | Harry Branchdale |
| 7.00 pm | Dinner | |

SUNDAY 2nd FEBRUARY

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| 8.00 pm | Dinner | |
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MONDAY 3rd FEBRUARY

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|---------------------|--|-----------------------|
| 9.00 am - 10.30 am | Recruitment and Selection | Jean Dempsey |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.00 pm | Performance Management | Keith Owen |
| 12.00 pm - 12.30 pm | Appraising Performance | J. Dempsey/P. Bingham |
| 12.35 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.00 pm | Organisation and Management of Marketing Departments | Andrew Suszynski |
| 3.00pm - 5.00 pm | Case Study : 1.4 Organisation and Management | Syndicates |
| | Break in Syndicates | |
| 5.00 pm - 6.00 pm | Case Study : 1.4 Presentations and Discussion | Andrew Suszynski |
| 7.00 pm | Dinner | |

TUESDAY 4th FEBRUARY

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|---------------------|--|--------------|
| 8.45 am - 11.45 am | Case Study : 1.6 Competition | Syndicates |
| 10.30 am | Coffee in Syndicate Rooms | |
| 11.45 am - 12.45 pm | Case Study : 1.6 Presentations and Discussion | Paul Bingham |
| 12.45 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.30 pm | Financial Issues in Marketing | Terry Lyon |
| 3.30 pm - 4.00 pm | Break | |
| 4.00 pm - 5.30 pm | Financial Issues in Marketing | Terry Lyon |
| 7.00 pm - 8.00 pm | Dinner | |
| 8.00 pm | Discussion in Syndicates on Case Study : 1.5 Product Development | Syndicates |

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WEDNESDAY 5th FEBRUARY

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|---------------------|---|----------------------------|
| 9.00 am - 10.30 am | Product Issues | Taj Hirji A. Stephenson |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 12.30 pm | Continued | Taj Hirji |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 3.00 pm | Brand Quality and Goodwill | Rob Ferris |
| 3.00pm - 3.15pm | Case Study : 1.7 Final Exercise Introduction | Bob Taylor |
| 3.15 pm - 6.00 pm | Case Study 1.7 | Syndicates |
| 7.00 pm | Dinner | |
| 8.00 pm | Case Study : 1.7 | Syndicates |

THURSDAY 6th FEBRUARY

| | | |
|--------------------|---|------------|
| 9.00 am - 12.30 pm | Case Study : 1.7 | Syndicates |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 5.30 pm | Case Study : 1.7 | Syndicates |
| 7.00 pm | Dinner | |
| 8.00 pm | Preparation of Presentations | Syndicates |
| 9.00 pm | Copy of Syndicate Presentation to be handed in | |

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FRIDAY 7th FEBRUARY

| | | |
|---------------------|---|--|
| 9.00 am - 9.30 am | Syndicate 1 Presentation | To BAT CF Team |
| 9.30 am - 10.00 am | Syndicate 2 Presentation | To BAT CF Team |
| 10.00 am - 10.30 am | Syndicate 3 Presentation | To BAT CF Team |
| 10.30 am - 11.00 am | Break | |
| 11.00 am - 11.30 am | Syndicate 4 Presentation | To BAT CF Team |
| 11.30 am - 12.30 pm | The BAT CF Plan | Rolf Bielefeldt |
| 12.30 pm - 2.00 pm | Lunch | |
| 2.00 pm - 2.30 pm | BAT CF Experiences Following Interpretation | Rolf Bielefeldt |
| 2.30 pm - 3.00 pm | Review and Discussion of Case Study | Rainer Grahn Rolf Bielefeldt |
| 3.00 pm - 3.30 pm | Break | |
| 3.30 pm - 5.00 pm | Role of Marketing Dept Millbank and its Key Strategies. | Ian Ross |
| 5.00 pm - 6.00 pm | Open Discussion Forum | Jimmi Rembiszewski, Ian Ross, Iain Hacking, Paul Bingham |
| 6.00 pm - 6.15 pm | Course Review | Bob Taylor |
| 7.00 pm | Cocktails | |
| 7.30 pm | Final Dinner | |

SATURDAY 8th FEBRUARY

Delegates depart after breakfast.

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