



Instructor: Daria Malin, BComm

Location: K W Nasser Centre
256 - 3rd Ave South, Saskatoon, SK

Fee: \$595.00 + GST

*Includes instruction, book, course materials, and meals.

To Register:

www.edwards.usask.ca/execed
or call 306-966-8686

Creating Impact Through Branding & Advertising

INTRODUCTION & BACKGROUND

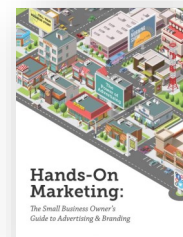
Every business and organization has a story to tell. However, deciding how to tell your story and how to communicate your message to the right target audience is often an overwhelming task. Organizations often don't know how to use advertising, which advertising works, how to budget for it, or how to ensure they get a return on their investment. This course is for those who want a clear presentation on how to make decisions that make money and drive the bottom line. Participants will work on their own project, providing direction to move forward and take action on their branding and advertising strategy.

KEY LEARNING OBJECTIVES

- What branding means for your business
- Finding your story / creating clarity in messaging
- Relating to your customer
- Developing your message
- Choosing the best advertising tools for your business and using them properly
- The relationship between sales and advertising
- Measuring and managing your branding and advertising

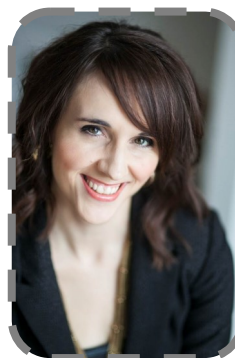
ENROLLMENT BONUS!

Receive a complimentary copy of the book *Hands-On Marketing* by Daria Malin.



INSTRUCTOR PROFILE

Daria Malin, BComm



Daria Malin is the owner of Boost Strategic Coaching and author of the book *Hands-On Marketing: The Small Business Owner's Guide to Advertising and Branding*. Daria works alongside business owners to line up their marketing, branding and sales, becoming a trusted source of support, guidance and accountability. Daria spent 16 years of her career in media advertising sales where she was instrumental in the success of hundreds of marketing campaigns and promotions. She has a Bachelor of Commerce degree from the University of Saskatchewan, and is a graduate of The Wizard Academy Nontraditional Business School in Austin, Texas.