



MARKETING  
INSTITUTE OF  
SINGAPORE

BUSINESS MANAGEMENT WORKFORCE  
SKILLS QUALIFICATIONS (WSQ)

# Developing a Consumer Focused Marketing Message

## Why You Should Attend This Course:

An effective marketing campaign begins with an effective marketing message. It's important that our message addresses the issue of who the message is for (the target market), why we offer our services (the benefits or the problem we solve for the target market) and how are we going to reach them (the marketing tactics and considerations of the marketing mix).

Crafting a consumer focused marketing message is a process. This course will cover four aspects for creating an effective message by assessing your target audience; determine how your products/services solve the target audiences' problems; then develop a message that meets the underlying needs of the target market; followed by reviewing and evaluating the results to determine where you can improve for future campaigns.

**Developing a Consumer Focused Marketing Message** is a national competency unit from the Business Management (BM) Workforce Skills Qualifications (WSQ). It is suitable for Level 4 executives, managerial level staffs or entrepreneurs who want to develop marketing messages that will engage their target audience and move them into action.

## Learning Outcomes:

Upon completion, participants will gain the knowledge and skills to write an effective marketing message. Competency elements covered in this unit include:

- Assess target market to determine their underlying requirements with regard to organisation's products/services.
- Evaluate how organisation's products/services solve or meet target market's underlying requirements.
- Craft marketing message that meets underlying requirements of target market.
- Evaluate effectiveness of marketing message following campaign to identify areas of improvement.

## Course Outline:

### Introduction and Overview

- Course objectives
- Project requirements

### Determine the target market segment for marketing message

- What are the target audience demographics?
- What are the target audience psychographics?

### Evaluate how the organisation's products/services solve or meet the target market's underlying requirements

- Identify the benefits or state the solutions of products/services

### Determine the objectives of the marketing communication activities

- Create or enhance brand awareness
- Create customer awareness of needs that the organisation's products/services may fulfill
- Encourage actions from target audience, such as purchase of organisation's products/services

### Identify the characteristics of an effective marketing message

- Is it compelling & is it credible?
- Unique, Emotion driven
- Message clarity
- Relevant message
- Use of appropriate language for target audience
- Target audience action oriented

### Consideration when selecting the marketing communications mix

- Desired impact of the message
- Available resources, such as budget and manpower
- Organisation's branding policy
- Existing media platforms
- Timing

### Craft a marketing message that meets the underlying requirements of the target market

- Review message of competitors
- Articulate benefits of organisation's products/service in a persuasive manner
- Identify and evaluate organisation's competitive advantages
- Set message strategy
- Review assessment of target market's response to intended message

### Evaluate effectiveness of the marketing message following the campaign to identify areas of improvement

- Reach, Brand awareness
- Brand loyalty
- Recall, Visibility
- Media mentions

Date:  
10–11 Apr 2012  
5–6 Jun 2012

Course Fee:  
S\$800.00

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

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51 Anson Road #03-53  
Anson Centre (S)079904



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- Impressions per month
- Cost effectiveness, including return on investments (ROI)
- Frequency, Hit Rate

## Review, Evaluation and Close

### Who Can Benefit?

Level 4 executives, managerial level staffs or entrepreneurs who want to develop marketing messages that will engage their target audience and move them into action.

### Learning Methodology

Participants will be assessed after they have been taught a particular competency through presentation, written assessment and oral questioning. A Competent or Not Yet Competent assessment will be given at the end of each competency unit to confirm if participants have acquired the skills and knowledge of the subject.

### Certification

Upon successful completion, participant will receive a Statement of Attainment (SOA) in BM WSQ Developing a Consumer Focused Marketing Message.

### Course Fee Support

SDF & Absentee Payroll +	SDF	Absentee Payroll
WSQ Certifiable Courses for PMET level	50% of course fee capped at \$15/hr	80% of hourly basic salary capped at \$4.50/hr

Workforce Training Support (WTS) ^	SDF	Absentee Payroll
Earning \$1,400 and below per month	95%	95%
Earning between \$1,401 to \$1,700 per month	90%	90%

+ For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above. A copy of WTS / WIS notification letter and NRIC is to be submitted at point of registration.

### Course Duration

2 Days (18 hour)

Day 1 – 8:30am–6:30pm

Day 2 – 8:30am–6:30pm

This course will be conducted by subject matter experts who are fully ACTA certified by WDA.

### WSQ Level Guide:

WSQ Level	Typical Responsibilities	Job Roles
6	Directs business strategies and endorses policies and plans	Chief Executive Officer, Chief Finance Officer, Chief Communications Officer, Chief Operating Officer, Chief Audit Executive
5	Provides input to and coordinates with leaders at Level 6, develops business strategies and plans, reviews and evaluates plans	Finance Division Head, Human Resource Director, Marketing Director, Project Sponsor, Vice President, Licensing Head
4	Implements and monitors organisational programmes and recommends solutions	Sales Manager, Finance Manager, Project Manager, Assistant Manager, Relationship Manager, Programme Manager, Research & Development Engineer
3	Executes plans, policies and procedures, applies knowledge of concepts and provides feedback	Finance Executive, Analyst, Associate, Project Lead, Project Executive, Team Leads, Junior Relationship Manager, Patent Engineer, IP Administrative Officer

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# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

<b>Developing a Consumer Focused Marketing Message</b> <input type="checkbox"/> 10–11 Apr 2012 <input type="checkbox"/> 5–6 Jun 2012    (8.30am to 6.30pm) <b>S\$800 (subject to 7% GST)</b> <b>Includes lunch &amp; refreshments</b>		<b>*Approved for SDF funding and Absentee Payroll</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
1)			
2)			
3)			
Company:			
Billing Address:			
Contact Person:	Designation:		
Tel:	E-mail:		
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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