Internal Marketing: Engaging Employees in Strategic Initiatives

May 20–21, 2015 | 8:30 a.m.–4:30 p.m.
Mays Business School at CITYCENTRE, Houston, TX
Paul Busch and Janet Parish, Department of Marketing

Cost: $1,795; group discounts available for multiple attendees from the same organization
Texas A&M Former Student and CED alumni discounts | Capacity: 25 participants | CEU credits available

Most managers incorrectly assume employees will get behind the latest marketing program or corporate change initiative. This assumption is often the reason external marketing programs fail to deliver the intended results. In this interactive workshop, participants (of both profit and non-profit organizations) will compare the presented concepts with current programs and processes, learn about state-of-the-art internal marketing practices and conduct an audit assessing internal marketing efforts.

Organizations routinely undergo various types and degrees of strategic change and other initiatives, such as new leadership, new technology, branding and advertising campaigns and customer service improvements. Using the Marketing Triangle Framework, instructors will introduce course participants to marketing-related concepts and tools that can positively engage employees.

THE COURSE WILL ENABLE YOU TO:

• Compare and contrast internal marketing vs. external marketing vs. interactive marketing
• Analyze state-of-the-art internal marketing practices
• Conduct an audit of internal marketing efforts
• Develop solutions for overcoming barriers to effective internal marketing implementation
• Assess the cost effectiveness of internal marketing strategy implementation

REGISTER

To register, contact Jennifer Cutler at 979-845-1216 or jcutler@mays.tamu.edu

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