



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
MANAGEMENT OF MARKETING AND PUBLIC RELATIONS

(18th – 22nd March 2019 - IAA Arusha Campus, Arusha)

1.0 COURSE BACKGROUND

Employees Marketing management employs tools from economics and competitive strategy to analyze the industry context in which the firm operates. Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors.

Public relations specialists establish and maintain relationships with an organisation's target audience, the media, relevant trade media, and other opinion leaders. Common responsibilities include designing communications campaigns, writing news releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organisation's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management.

2.0 COURSE OVERVIEW

This course contains the following topics; Marketing and Public Relations Concepts, Marketing and P.R Departments, Marketing Opportunities, Marketing Decision Making, Analyzing Challenges facing Marketing and P.R Practitioners, Strategic Report Writing, Management Principles and P.R, Advertising and Media Techniques, Public Speaking, Successful Negotiation, Identify your Market and Effective Communication.

3.0 COURSE RATIONALE

The program deals with equipping all managers and employees on how to provide a quality and sustainable customer service for the growth of an organization economy. The emphasis will be on understanding the impact of customers and employees management.

4.0 BENEFITS/LEARNING OUTCOMES

At the end of the course, participants are expected to have acquired knowledge and skills in Marketing and Public Relations activities.

5.0 TARGET PARTICIPANTS

The course is intended for Marketing Managers/Officers, Marketing Executives, Sales Managers/ Officers, Public Relations Managers/Officers, Human and Administrative Officers/Managers and Supervisors Senior Secretaries.

6.0 METHODOLOGY

The course will be conducted through lectures, discussions, case studies analysis. Participants will be offered an opportunity to refocus, refresh and rededicate.

7.0 FEES & MODE OF PAYMENT:

The fee for the course is **TZS 970,000/=** (say **Nine Hundred and Seventy Thousand only**) to cover for training material, tea and lunch. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch. Early registration is highly encouraged and appreciated.**

8.0 DATE, DURATION AND VENUE:

This course will be conducted from **18th to 22nd March 2019 (5 working days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

9.0 CONTACT PERSONS

For more details please don't hesitate to contact any of the following:

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