



Finance for Marketing Professionals

Overview

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Finance for Marketing Professionals

1. Introduction

Peter Doyle expresses why this course is so important for marketing professionals:

“Most strategy proposals emanating from marketing staff justify investments in advertising or marketing in terms of increasing consumer awareness, sales volume or market share. Marketing managers rarely see the necessity of linking marketing spending to the financial value of the business ... [and so] ... the voice of marketing gets disregarded. The situation will never be resolved until marketing professionals learn to justify marketing strategies in relevant financial terms.”

The course considers traditional approaches to finance, including the main financial statements, and the difficulties that conventional accounting poses for marketing – treating investments as expenses, attributing no value to marketing assets etc.

Shareholder value concepts overcome many of these difficulties and allied with new approaches to calculating marketing ROI provides marketers with the tools they need to justify marketing investments.

The course is extremely practical and delegates will build a sensitivity model to show how marketing variables (response rates, brand strength etc) impact the bottom-line.

2. Who will benefit

All marketing professionals

3. Learning outcomes

- a greater understanding of financial measures
- how marketing variables impact financial performance
- the issues for marketing professionals in creating business cases
- understanding and applying investment criteria – payback, IRR, NPV
- applying shareholder value principles to marketing

4. Course Outline

- Traditional financial statements
 - Profit and Loss
 - Balance Sheet
 - Measuring performance
- Developing a marketing sensitivity model
 - moving towards cause-and-effect – pricing, discounts, promotion
 - identifying key performance drivers (including relationships, awareness, processes etc)
 - cost-benefit analysis – expenditure versus revenues
- Why conventional accounting is inappropriate for marketing
- Introduction to the concept of Value Management
- Justifying investment
 - payback period
 - IRR
 - discounted cashflow - NPV
 - risk analysis
- Evaluating campaigns – marketing ROI
- Shareholder Value

Each delegate receives a comprehensive workbook and CD containing Microsoft Excel examples and models.

5. Paul Taylor – Lead Facilitator

Qualifications & Memberships

- MA in law, Oxford University
- MBA, City University, London
- Member of the Chartered Institute of Marketing
- Member of the Institute of Management Consultancy
- Accredited facilitator on Ericsson Leadership programme

Career

- 18 years' experience as a consultant and trainer
- Marketing Manager, FTSE 100 company

Experience

- accredited facilitator on the Ericsson global leadership programme, delivering in over 10 countries to 20 different nationalities over a five year period; development and delivery of two-day finance module for Ericsson managers and strategic marketing programme
- the design (including train-the-trainer workshops) and delivery of training programmes for ntl: Telewest / Virgin Media
- strategic management courses designed and delivered for Oxford University Press
- marketing communications and marketing effectiveness courses designed and delivered for Cisco
- four-day business management programme (customer focus, strategy, finance and business planning) designed and delivered for civil engineering firm May Gurney
- finance for non-finance managers and value-based marketing courses designed and delivered for Centrica
- consultancy and project management relating to the promotion of UK Online for Business and Best Practice initiatives for the dti
- lecturing on the Chartered Institute of Marketing postgraduate diploma