



Great North Business Incubator

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Short Course Cargo Marketing and Advertising

Course overview

Examine cargo demand and create marketing solutions for your target market; strategize creative and cost-effective marketing.

Learning Outcomes of the Course

The participants should be able to

- Recognize the sources of demand for air cargo
- Determine your customers' needs and position air cargo solutions to meet those needs
- Effectively segment your target markets
- Exceed your customers' expectations with product innovation, product quality, and efficient distribution
- Develop creative and cost-effective marketing strategies

Course Content

- Conducting marketing audits of your own organization, the competition and your customers
- Trade patterns & the macroeconomic environment, modal split, the air cargo value chain
- Efficient market segmentation and SWOT analysis
- Understanding brand value
- Advantages and disadvantages of different distribution channels – understanding the role of intermediaries

Target Group

- Cargo marketing analysts and managers
- Sales managers
- Cargo network analysts and managers
- Revenue Management analysts and managers

Upcoming Master Class : 19- 23 August 2019 Pretoria

Courses Fees : \$ 2 800 All inclusive, tuition, accommodation , and Course Material.

Class Size : 10 Limited number.

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