

## **Newspaper Marketing and Sales Training**

**December 19-20, 2006**

**Hotel Hrazdan, Yerevan, Armenia**

### **Trainers:**

*Avet Demuryan*, Vice - President Yerevan Press Club, Correspondent of "Associated Press" news agency in Armenia

*Ara Saghatelyan*, President, APRA, Founder, Member of Editorial Board, "Im Iravunk" newspaper, Senior Lecturer, Yerevan State University

*Michael Hovhannisyan*, Lecturer, Department of Journalism, Russian-Armenian (Slavonic University), Head of PR Department, "Sharm" Company.

*Armen Davtyan*, Director, "Blits Media" Company

### **Course Information**

The overall purpose of the training course to develop participants' understanding of marketing principles in relation to advertising, promotion and sales of print media. This course is targeted at directors, sales officer, market specialists and other relevant staff from selected Armenian regional print media outlets. Class sessions involve case studies, lectures, and practical assignments. Each day of training covers two key topics. Each training heading involves the discussion of a case, a lecture on key information

### **Requirements**

This is an intensive training program. The following are expectations for participation in the program:

- Attendance at all sessions
- Active participation in case studies and practical activities.

# Agenda

**December 19, 2006**

- 10:00 a.m. -12-00** Concepts of market and marketing identification  
Target Markets and Market Segmentation  
*Trainer: Avet Demuryan,*
- 12:00 – 12:15** COFFEE BREAK
- 12:15 – 13:15** Promotion Types and Promotion Costs  
Advertising, personal selling, publicity, and sales promotion  
Primary product promotion, secondary product promotion, institutional promotion  
Advantages and disadvantages of promotional activities  
*Trainer: Avet Demuryan*
- 13:15 -14:00** *Practical Assignment, Work in groups*
- 14:00 – 15:00** LUNCH BREAK
- 15:00 - 16:30** **Advertising in Print Media**  
**Types of newspaper advertising;**  
**Advantages and limitations associated with print advertising.**  
**How to create print advertising**  
**Ad's layout and design**  
*Trainer: Michael Hovhannisyan*
- 16:30 -16:45** COFFEE BREAK
- 16:45 – 17:30** PRACTICAL ASSIGNMENT
- 17:30 – 18:00** Wrap up and discussion

## **December 20, 2006**

**10:00 a.m. -11:30**

**Understand print circulation and pricing  
Advertising rates in newspapers.  
Factors affecting the cost of newspaper advertising**

*Trainer: Ara Saghatelyan*

**11:30-11:45**

COFFEE BREAK

**11:45-12:30**

PRACTICAL ASSIGNMENT

**12:30- 13:30**

LUNCH BREAK

**13:30 – 15:00**

Understanding Media selling techniques  
How to get more productive with every call  
Practicing objection handling and negotiating  
Newspaper presentations  
Understand how to find & work with contacts at the agency  
& the client.

*Trainer: Armen Davtyan*

**15:00 – 15:45**

PRACTICAL ASSIGNMENT

**15:45-16:00**

COURSE WRAP UP