

Learning Outcomes

Architecture Marketing 360: a CPD course for architects

At the end of this course, you should be able to:

- ✓ Understand the importance of identifying your ICA (Ideal Client Avatar) and USP (Unique Selling Proposition) as the foundations of ongoing marketing and communications activities.
- ✓ Understand the importance of recording, measuring and analysing your marketing and communications analytics and data, to ascertain which channels deliver new enquiries, leads and clients and projects to your practice.
- ✓ Understand Business Development & Marketing methods for generating new clients and projects using online lead generation tools and techniques.
- ✓ Implement your marketing analytics tracking system using the Marketing Metrics tracking spreadsheet provided.
- ✓ Understand how to read and analyse your Business Development & Marketing analytics, against benchmark readings, to guide and inform future investments, decisions and activities.
- ✓ Identify free and paid third-party tools for analytics, SEO and social media engagement, to enhance and improve your Business Development & Marketing activities.
- ✓ Understand how to position your Awards entries and Publication opportunities within your overall Business Development & Marketing strategy, to maximise return on time and effort invested.
- ✓ Understand the Six Channel System of Business Development & Marketing for Architects and how to use the various channels to complement each other and improve your business development and marketing outcomes.

The course is equivalent to 6 hours/points of formal CPD and will deliver outcomes related to the following Competencies from the National Standard of Competency for Architects 2021:

PRACTICE MANAGEMENT AND PROFESSIONAL CONDUCT

PC2 Implement practice resources and apply ethical employment practice methods and quality assurance systems to facilitate efficient, consistent and timely delivery of architectural services.

PC7 Apply and follow processes for clear and consistent communication with clients and relevant stakeholders throughout the project, including obtaining approvals from clients and stakeholders.

PROJECT INITIATION AND CONCEPTUAL DESIGN

PC19 Be able to identify, analyse and evaluate client project requirements and objectives using qualitative and quantitative methods and, where required by the terms of engagement, to assist cost estimators in determining project feasibility/viability.

PC34 Communicate conceptual design proposals and associated information to client, stakeholders and communities using appropriate and culturally responsive methods appropriate to different audiences.

DETAILED DESIGN AND CONSTRUCTION DOCUMENTATION

PC47 Be able to complete and communicate on-time, accurate documents for relevant stakeholders, including drawings, models, specifications, schedules and construction documentation.

PC60 Apply appropriate methodologies for undertaking post occupancy evaluations and life cycle assessment where required under terms of engagement.

APBSA Core Area: Practice Management