



Accredited
Certification
International
Limited

Marketing Management



Marketing management is business disciplinary focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Marketing are often responsible for influencing the level, timing and composition of customer demand in a manner that will achieve the company's objectives

1 Day

Objectives

- This course aims at providing the participants a complete understanding of marketing management, including techniques and analysis of a good marketing survey.

Target Audience

- Staff who new to marketing management and aims at a better understanding of analysis and techniques over the potential market.

Details

- Marketing research
- Marketing "3Cs" analysis – customer, company and competitor
- Marketing strategy
- Implementation planning
- Project, process and vendor management
- Organizational management and leadership
- Reporting, measuring and control systems

Methodology

Presentation and experience sharing

Venue

ACI training centre