



MARKETING CONCEPT & PLANNING

OVERVIEW

Many Marketers claim that they are doing marketing planning. However, on closer examination, many are either not doing it correctly or they are only doing sales planning, not a systematic marketing planning. For those who do marketing planning earnestly and passionately, success is a matter of course. Hence, this two day program is designed to give marketing practitioners a clear and systematic understanding of concepts and techniques of marketing as THE important prerequisites of good marketing plans.

OBJECTIVES

At the end of the programme, participants will be able to:

- Concepts of Marketing, positioning, branding
- Articulate and demonstrate these concepts in their marketing planning and programs
- Identify and articulate the concepts and techniques of Positioning Perceptual maps and Branding
- Able to perform marketing evaluation based on principles learned

WHO SHOULD ATTEND

- Marketing Managers
- Marketing Executives
- All marketing heads with personal business target to achieve and a duty to raise marketing standards

WORKSHOP OUTLINE

- Module 1: Marketing, Concepts & Definitions
- Module 2: Positioning
- Module 3: Tools In Positioning (Cont.)
- Module 4: Branding
- Module 5: Marketing Planning
- Module 6: Marketing Communications



If you have any enquiries, please contact

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