

## Modules:-

**MODULE 1: WHY IS MARKETING IMPORTANT**

**MODULE 2: THE CORE CONCEPTS OF MARKETING**

**MODULE 3: SITUATIONAL ANALYSIS**

**MODULE 4: HOW BUSINESS AND MARKETING ARE CHANGING**

**MODULE 5: WHAT MARKETERS OUGHT TO KNOW**

**MODULE 6: THE MARKETING PLAN**



# BRAND MANAGEMENT BRANDING FOR NON-BRAND MANAGERS

COMFORI SDN BHD

## Objectives

- understand the role of the marketing person in an organization
- understand what are the measures of success for a marketing team
- apply techniques to strategically improve product or service performance
- understand the financial impact of marketing decisions
- explore marketing trends and considerations for the 21st century

The development of the right marketing strategy will determine the success and failure of an organization. As such, organizations are required to anticipate what are the current and future trends, their competitors and coming out with the right strategies to outwit competitors and at the same time to grab a bigger share of the market which will lead to higher sales.