

Marketing

Marketing and sales training can deliver significant business benefits. Training your employees in better sales technique, customer service skills and marketing expertise helps boost sales and improve customer satisfaction

During this course participants will learn the basic concepts reading marketing and also acquire the skills and knowledge to use proven marketing techniques to generate demand for the organization's existing products and services.

Course Outline

- Introduction
- Product
- Price
- Promotion
- Competitive Advantage

Who Should Attend

Middle to high level staff such as:

- PR professionals
- Business development directors
- Marketing managers
- Brand managers
- Senior Directors

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Course Duration

The standard duration of this course is 12 contact hours.

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Identify the main obstacles to effective marketing
- Understand the marketing process
- Understand a range of tools and techniques for marketing
- Use these techniques to build an effective marketing process
- Explain the benefits of having an effective marketing process in the organization

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions
- Case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

For more information please feel free to contact:

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