

MARKETING FOR NON MARKETING PROFESSIONALS

2 Days Programme

23rd - 24th June 2010
PRINCE HOTEL & RESIDENCE, KUALA LUMPUR
9.00 AM - 5.00 PM



PROGRAM OBJECTIVES

The objectives of this program are to:-

- Provide participants an insight into the key concepts of marketing and its applicability to their expected responsibilities
- Get participants to realize the role that marketing fulfils in their organization's operation and the contribution that marketing when understood and applied can make to the achievement of their organization's objectives
- Relook at marketing issues in an uncertain environment
- Create a marketing oriented and customer focused culture

PROGRAM OVERVIEW

Today's marketplace is fast changing and uncertain, hence it is imperative that all marketing and sales staff and their internal customers including finance, operations, customer service department, marketing and communication become "Marketing Oriented". They understand and apply marketing thinking and concepts and tools to their respective functions so as to achieve success required of them and the company in a competitive marketplace.

This 2-day program presents marketing from a conceptual viewpoint and how it is applied for an organization's successful outcome.

The program prepares participants for their professional responsibilities by highlighting areas in marketing that link to their respective functions where practice doesn't follow theory.

The program further provides an understanding of how participants can develop or enhance a culture within organizations, which is both marketing oriented and customer focused.

PROGRAM OUTLINE

Day 1

- ⇒ **UNDERSTANDING MARKETING PRINCIPLES**
 - ◆ Defining marketing and the marketing concept
 - ◆ Components of marketing
 - ◆ The role of marketing and new challenges
 - ◆ The difference between Products and Service Marketing Strategy
 - ◆ The difference between a Marketing & Marketing Oriented Organization
- ⇒ **MARKETING STRATEGY AND OVERVIEW STRATEGY**
 - ◆ Understanding strategy & marketing business performance
 - ◆ Key concepts in marketing strategy
- ⇒ **ANALYSING INDUSTRY AND COMPETITORS**
 - ◆ The Industry analysis using Porter's 5 Forces
 - ◆ Competitor analysis mapping
- ⇒ **MARKETING ENVIRONMENT**
 - ◆ Dimensions of the environment
 - ◆ Effective environmental scanning
 - ◆ SWOT analysis

Day 2

- ⇒ **MARKETING INFORMATION & RESEARCH**
 - ◆ Marketing information systems
 - ◆ Effective research approaches
- ⇒ **ANALYZING MARKETS AND BUYER BEHAVIOUR**
 - ◆ Consumer / buyer behaviour and decision making
 - ◆ Influences on consumer decisions
 - ◆ Consumers and value buying
- ⇒ **MARKET SEGMENTATION, TARGETING AND POSITIONING**
 - ◆ Identifying market segments
 - ◆ Selecting target segments
 - ◆ Positioning product & services in the customers' mind
- ⇒ **THE MARKETING MIX**
 - ◆ Understanding the mix and its relevance to an organization
 - ◆ The mix strategies
- ⇒ **A CASE STUDY FOR APPLICATION OF MARKETING PRINCIPLES**

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WHO SHOULD ATTEND?

- ✓ Anyone who wants to sharpen their strategic skills in marketing
- ✓ Anyone who is responsible for direct marketing results - beginners through intermediates
- ✓ Anyone who is responsible for the success of marketing programs within a company
- ✓ Marketing / Sales Executives
- ✓ Marketing Communication Personnel
- ✓ Marketing Analysts
- ✓ Account Executives / Finance and Operation Executives
- ✓ Database Marketing Personnel
- ✓ Customer Service Department Personnel
- ✓ Product Marketing Personnel, etc

PROGRAM DIRECTOR

Richard Jacob, MBA [Cranfield, U.K], AMA Global Faculty Member

Richard Jacob is the founder and Principal Consultant of RCJ Consulting Sdn Bhd. He is an American Management Association (AMA) Global Faculty Member and has delivered training programs in Cairo, Dubai, Tokyo, Manila, Singapore, Jakarta, Lahore, Karachi, Shanghai, Beijing, Hong Kong, Saigon and Hanoi.

He has an MBA from Cranfield School of Management in the United Kingdom, which is a leading European Business School. He is an Accountant by training was an Auditor in an International firm of Accountants for nine years. His strategic experience comes from being a Financial Manager, Company Secretary and Business Development Manager in a leading Swedish Pharmaceutical Company by the name of Astra Pharmaceutical.

Since 1995, Richard has consulted and trained some 10,800 General Managers and Executives in several companies in Asia in his core business competencies which are in Marketing, Leadership, Managerial Development, Strategy & Change, Negotiation & Influencing and Fundamentals of Finance. More recently Richard has designed and delivered a Business Essentials Program for participants of the Philips China, Advanced Leadership Development Program (ALDP).

Richard's impressive client list includes Philips units in Asia delivering Marketing modules as part of their Global Faculty for Revolutionary Change in Marketing. He has also designed and developed Marketing Development Programs for 3M Malaysia, Maxis, Astro and Sime Darby Industrial (previously known as Tractocs Malaysia). In the area of Finance his clients include Hilton International, Maersk in Tokyo, Unilever Philippines and UNAXIS of Switzerland in Finance. In the areas of Leadership and Change and Strategic Management his clients include Matsushita Asia, Comptel, Total Sports Asia, B Braun Malaysia, Schering AG Malaysia, Tenaga Nasional, NIAM, Great Eastern, Intec, Manulife, Hong Leong Group, Securities Commission, the Air Force of Malaysia, Pfizer Malaysia, BDO Binder, Patimas Computers Berhad, Maybank and many more. Richard is a competent global trainer and facilitator with powerful abilities to get participants to relate concepts to practice.

Richard also does competency assessments for marketing personnel and high potentials and has recently gone into coaching.

Previous Participants' Feedback

- ⇒ *Excellent ideas and examples (from MODENAS)*
- ⇒ *Contents were provided in a clear and concise manner (from Amanah Raya Berhad)*
- ⇒ *Trainer's explanation is very good (from M-CKD Precision)*

for any enquiries please email to

imm.malaysia@gmail.com

About In-House Training

If your company wishes to have a cost-effective inhouse training program customized to your company needs,

PLEASE DO NOT HESITATE TO CONTACT US at:-

603 - 7874 3089

Marketing For Non Marketing Professionals

In Training - We Build People

RCJ Consulting is a firm specializing in training of managers and executives of an organization and providing consulting and advisory services in the areas of strategic marketing and business development, business finance, business redesign and change management.

In the area of training, we believe that training programs affect behavior in two ways. Firstly, it directly improves the skills necessary for the employee to successfully complete his or her job. Secondly, training increases an employee's self-efficacy i.e. it enables employees to be more willing to undertake job tasks and exert a high level of effort.

OUR MISSION: OUR mission is to improve the effectiveness of organizations by making executives and managers think, feel and act as if they owned the business.

OUR BELIEF: OUR progression comes from the belief that we have to: "Look Beyond Tomorrow but Take Action Today".

OUR APPROACH: RCJ Consulting has a uniquely formulated approach towards executive and managerial development. It is made up of 5 key components of training, which is Finance, Marketing & Sales, Quality Products & Services, Strategy and Change; yet we give cognizance to the fact that Teambuilding, Human Resource Management, Information Technology and specific skills development are core areas for success in an organization.

IN CONSULTING: We Rationalize, We Change, We Justify

IN the area of consulting, we strive for solutions whose appearance is simple but whose influence is far reaching and has both immediate and strategic benefit. We, therefore aim at developing progressive, objective-oriented strategies to achieve tangible and measurable results. As we believe, that solutions must be owned by client officers and personnel, we work with clients in joint project teams and transfer skills and capabilities. This practice leads to lasting business results. We only recommend what is implementable. Our trainers and consultants are industry practitioners and professional consultants.

RESERVE YOUR PLACE TODAY!

Yes! I/We will attend **Marketing for Non Marketing Professionals**

23rd - 24th June 2010 - Prince Hotel & Residence, KL

PARTICIPANT (S) DETAILS		COMPANY DETAILS	
Name: Mr/Ms _____	Designation: _____	Company Name: _____	Address: _____
Email: _____	_____	Tel: _____ Fax: _____	Contact Person: _____
Name: Mr/Ms _____	Designation: _____	Designation: _____	Email: _____
Email: _____	_____	Enclosed is cheque number _____ for RM _____ payable to RCJ CONSULTING SDN BHD	
Name: Mr/Ms _____	Designation: _____	Authorized Signatory & Company Stamp: _____	
Email: _____	_____	_____	

YOUR INVESTMENT

	EARLY BIRD RATES		Savings		NORMAL RATES	
	RM		RM		RM	
	Individual	Group*	Individual	Group*	Individual	Group*
Price	1780	1600 / person	200	380 / person	1980	1780 / person

* 3 OR MORE PARTICIPANTS

FEE INCLUDES LUNCHEONS, REFRESHMENTS AND COMPLETE SET MATERIAL. IT DOES NOT INCLUDE THE COST OF ACCOMMODATION AND TRAVEL.



All participants will receive a course certification



Save more with Inhouse Training



Save more with group of participants and more

5 EASY WAY TO REGISTER



Mail the attached registration form with your cheque to:-
RCJ CONSULTING SDN. BHD.
2-6-4, 6th Floor,
Menara KLH Business Centre,
OFF 2 1/2 Miles, Jalan Ipoh,
51200 Kuala Lumpur,
MALAYSIA.



Customer Service Hotline
Tel : 603 - 7874 3089



Fax
Tel : 603 - 7876 3726



E-mail
imm.malaysia@gmail.com



Web
www.imm.org.my

TERMS & CONDITION

Registration:-

Registration forms must be completed and submitted together with full payment to:-

RCJ CONSULTING SDN. BHD. before commencement of the course. Otherwise, your registration(s) will be treated as unconfirmed.

Payment can be made either by cheque or bank drafts payable to **RCJ CONSULTING SDN BHD** and crossed 'A/C PAYEE ONLY'.

Cancellation:-

Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received **less than 10 business days** before the event.

