



INSTITUTE OF MARKETING MALAYSIA



**HRDF
-MALAYSIA-**

**REGISTERED
TRAINING PROVIDER**

TRAINING / COURSES OFFERED BY IMM - 2021

NO.	TITLE	DURATION
MARKETING, SALES & ENTREPRENEURSHIP		
1	"GO-TO-MARKET" PLANNING AND EXECUTION	2 Days
2	BUILDING COMPETITIVE EDGE THROUGH MARKET INTELLIGENCE	2 Days
3	CERTIFICATE IN ENTREPRENEURSHIP SKILLS	2 Days
4	CERTIFICATE IN MARKETING MANAGEMENT	2 Days
5	CERTIFICATE IN PROFESSIONAL SELLING SKILLS	2 Days
6	CRITICAL THINKING SKILLS AND STRATEGIES FOR MARKETING EXECUTIVES	2 Days
7	FUNDAMENTALS OF MARKETING AND MARKETING STRATEGIES	2 Days
8	HOW TO APPLY SUN TZU ON SALES STRATEGIES; TRANSFORM YOU TO BE THE TOP SALESPERSON	2 Days
9	INTRODUCTION TO SALES, MARKETING AND BRANDING	2 Days
10	MARKETING COMMUNICATION	2 Days
11	MAXIMIZE PROFIT, INCREASE SALES	1 Day
12	NEW AGE MARKETING STRATEGIES	2 Days
13	SALES TRAINING PROGRAM: SUSTAINABLE SELLING BEHAVIOUR	2 Days
14	STRATEGIC MARKETING & BUSINESS PLANNING	2 Days
15	THE SOHO SOLUTION - 3 SELLING STRATEGIES FOR GROWING YOUR BUSINESS	Half-day
DIGITAL MARKETING		
16	DIGITAL MARKETING & SOCIAL SELLING	2 Days
17	E-MARKETING	2 Days
18	INTERNET BUSINESS FUNDAMENTALS	1 Day
19	INTERNET MARKETING AND BRANDING	2 Days
20	KICKSTART YOUR SOCIAL MEDIA PROFIT	1 Day
21	SALES & MARKETING 2.0: GENERATING LEADS USING THE INNOVATIVE WAYS	2 Days
22	SOCIAL MEDIA MARKETING & CLIENT ATTRACTION	1 Day
BRANDING		
23	BRAND - WHAT IT MEANS TO YOU AND YOUR BUSINESS	2 Days
24	BRANDING 101	1 Day
25	BRANDING AND COMMERCIALIZATION PROCESS MANAGEMENT	2 Days
26	IMPACTFUL PACKAGING AND BRANDING FOR SMIs/SMEs PRODUCT AND SERVICES	2 Days
27	INTELLECTUAL PROPERTY FOR SMEs	2 Days
28	STRATEGIC BRAND MANAGEMENT: WHAT IT MEANS TO YOU AND YOUR BUSINESS	2 Days
29	STRATEGIC BRAND MANAGEMENT	2 Days

RETAIL & FRANCHISE

30	FRANCHISING YOUR BUSINESS	2 Days
31	RETAIL MARKETING	2 Days

CUSTOMER SERVICE

32	AWESOME CUSTOMER EXPERIENCE (ACE)	1 Day
33	CERTIFICATE IN CUSTOMER RELATIONSHIP MANAGEMENT	2 Days
34	CERTIFICATE IN ESSENTIAL TELE-SERVICE SKILLS	2 Days
35	ENHANCING SERVICE EXCELLENCE FOR MEMORABLE CUSTOMER EXPERIENCE	2 Days
36	EXCELLENT CUSTOMER SERVICE	2 Days
37	MANAGING KEY CUSTOMER ACCOUNT	2 Days
38	PROFESSIONAL TELEPHONE TECHNIQUE	2 Days
39	UNDERSTANDING CUSTOMER BEHAVIOUR	2 Days

IMAGE BUILDING

40	IMAGE BUILDING - CREATING A POWERFUL IMAGE THROUGH PERSONAL BRANDING FOR ENTREPRENEURS	2 Days
41	IMAGE BUILDING - CREATING IMPACT FOR BUSINESS SUCCESS	2 Days
42	IMAGE BUILDING - POWERFUL FIRST IMPRESSION AND EFFECTIVE COMMUNICATION	2 Days
43	PROFESSIONAL IMAGE & BUSINESS ETIQUETTE SERIES FOR EXECUTIVES	2 Days
44	PROFESSIONAL IMAGE & BUSINESS/ OFFICE ETIQUETTE (WITH MAKE-UP)	2 Days

PRESENTATION SKILLS

45	BUSINESS PRESENTATION SKILLS FOR SMIs/SMEs/ENTREPRENEURS	2 Days
46	HIGH IMPACT PRESENTATION	2 Days
47	PRESENTATION SKILLS AND EFFECTIVE COMMUNICATION	2 Days

TEAM MANAGEMENT, COACHING AND LEADERSHIP

48	BUILDING A RESULT-FOCUSED MARKETING TEAM	3 Days
49	COACHING AND MENTORING FOR ORGANIZATIONAL EFFECTIVENESS	2 Days
50	LEADERSHIP SKILLS IN AN AGILE WORKING CULTURE	2 Days
51	MANAGING A SUCCESSFUL SALES TEAM	2 Days
52	NEW WAVE LEADERSHIP -SERVING WITH PURPOSE AND PASSION	3 Days
53	SHIFTING MINDSET AND REJUVENATING TEAM (SMART)	3 Days
54	SYNERGISE TALENTS TO ENHANCE PERFORMANCE (S.T.E.P)	3 Days
55	TEAM BUILDING CHALLENGE	2 Days
56	THE CALIPH LEADERSHIP	3 Days
57	THE CORPORATE WARRIOR - STRATEGIC TEAM BUILDING	3 Days

PERSONAL DEVELOPMENT

58	EMOTIONAL INTELLIGENCE (EQ) FOR PERSONAL AND PROFESSIONAL SUCCESS	1 Day
59	MIND MATTERS FOR SUCCESS	1 Day

FINANCE

60	FINANCE FOR NON-FINANCE PERSONNEL	2 Days
----	-----------------------------------	--------