



Institute of Marketing Malaysia Available Courses

NO.	PROGRAMME TITLE	DURATION
SALES & MARKETING		
1	Certificate in Marketing Management	2 Days
2	Certificate in Entrepreneurship skills	2 Days
3	Certificate in Professional Selling skills	2 Days
4	Certificate in Managing & marketing Service successfully	2 Days
5	Maximize Profit, Increase Sales: Marketing Ninja	2 Days
6	How to Apply Sun Tzu on Sales Strategies: Transform you to be The Top Salesperson	2 Days
7	Strategic Marketing & Business Planning	2 Days
8	Critical Thinking Skills & Strategies for Marketing Executives	2 Days
9	Managing a Successful Sales Team	2 Days
10	Building Competitive Edge Through Market Intelligence	2 Days
RETAIL & FRANCHISING		
1	Fundamentals of Retail Marketing	2 Days
2	Franchising your Business	2 Days
3	GO-TO-MARKET' Planning and Execution	2 Days
BRANDING		
1	Impactful Packaging and Branding for SMIs/SMEs Product and Services	2 Days
2	Enhance Your Product Through Effective Branding: Branding Workshop Designed for SMIs/SMEs	2 Days
3	Strategic Brand Management: What It Means to You and Your Business	2 Days
4	Branding and Commercialization Process Management	2 Days
CUSTOMER SERVICE		
1	Excellent Customer Service for the Hospitality Industry	2 Days
LANGUAGE & PRESENTATION SKILLS		
1	Managing Oral Communication for SMIs/SMEs Entrepreneurs 1	2 Days
2	Managing Oral Communication for SMIs/SMEs Entrepreneurs 2	2 Days
3	Business Presentation Skills for SMIs/SMEs Entrepreneurs	2 Days
IMAGE BUILDING		
1	Image Building - Creating Impact for Business Success	2 Days
2	Image Building - Powerful First Impression and Effective Communication	2 Days
3	Image Building for Entrepreneurs	2 Days
TEAMS & COACHING		
1	Coaching And Mentoring For Organizational Effectiveness	2 Days

FOR ENQUIRIES & FURTHER INFORMATION PLEASE CONTACT

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