



## APPROVED COURSES 2018

NO.	PROGRAMME TITLE	FEES PER PARTICIPANT (*RM)	AFTER 70% GRANT FROM SMECORP	DURATION
<b>1. SALES &amp; MARKETING</b>				
1	Certificate in Marketing Management	RM840	RM 252	2 Days
2	Certificate in Entrepreneurship Skills	RM840	RM 252	2 Days
3	Certificate In Professional Selling Skills	RM840	RM 252	2 Days
4	Certificate In Managing & Marketing Services Successfully	RM840	RM 252	2 Days
5	Maximize Profit, Increase Sales : Marketing Ninja	RM1,260	RM 378	2 Days
6	How To Apply Sun Tzu On Sales Strategies: Transform You To Be The Top Salesperson	RM1,260	RM 378	2 Days
7	Strategic Marketing & Business Planning	RM 1,500	RM 450	2 Days
8	Critical Thinking Skills & Strategies for Marketing Executives	RM1,000	RM 300	2 Days
9	Managing A Successful Sales Team	RM1,000	RM 300	2 Days
10	Building Competitive Edge Through Market Intelligence	RM1,000	RM 300	2 Days
<b>2. RETAIL &amp; FRANCHISING</b>				
1	Fundamentals of Retail Marketing	RM1,000	RM 300	2 Days
2	Franchising Your Business	RM1,000	RM 300	2 Days
3	'GO-TO-MARKET' Planning And Execution	RM1,000	RM 300	2 Days
<b>3. BRANDING</b>				
1	Impactful Packaging and Branding For SMIs / SMEs Products and Services	RM 1,500	RM 450	2 Days
2	Enhance Your Product Through Effective Branding: A Branding Workshop Designed for SMIs / SMEs	RM 1,500	RM 450	2 Days
3	STRATEGIC BRAND MANAGEMENT: What It Means to You and Your Business	RM1,500	RM 450	2 Days
4	Branding and Commercialization Process Management	RM1,000	RM 300	2 Days

NO.	PROGRAMME TITLE	FEES PER PARTICIPANT (*RM)	AFTER 70% GRANT FROM SMECORP	DURATION
<b>4. CUSTOMER SERVICE</b>				
1	Excellent Customer Service For The Hospitality Industry	RM1,000	RM 300	2 Days
<b>5. LANGUAGE &amp; PRESENTATION SKILLS</b>				
1	Managing Oral Communication I for SMIs / SMEs Entrepreneurs	RM1,260	RM 378	2 Days
2	Managing Oral Communication II for SMIs / SMEs Entrepreneurs	RM1,260	RM 378	2 Days
3	Business Presentation Skills for SMIs / SMEs Entrepreneurs	RM1,260	RM 378	2 Days
<b>6. IMAGE BUILDING</b>				
1	Image Building – Creating Impact for Business Success	RM 1,500	RM 450	2 Days
2	Image Building – Powerful First Impression and Effective Communication	RM 1,500	RM 450	2 Days
3	Image Building For Entrepreneurs	RM 1, 580	RM 474	2 Days
<b>7. TEAMS &amp; COACHING</b>				
1	Coaching and Mentoring For Organizational Effectiveness	RM 1, 580	RM 474	2 Days

### Company Documents Required by PSMB/HRDF

To be submitted at least **TEN-(10) DAYS** prior to training date for approval

ENTERPRISE	SENDIRIAN BERHAD & LARGE COMPANY
1. Company SSM Registration Form. 2. Business License OR Premise License issued by authorized local government bodies OR Registration with Professional Bodies OR Signboard License OR Government Agency Incubator's Participant Certification document. 3. Latest EPF Statement.	1. Form 9, 24 & 49. 2. Any License issued by the local government authority OR Registration with Professional bodies OR Signboard License OR Government Agency Incubator's Participant Certification document. 3. Latest EPF Statement. 4. Latest Company Audited Accounts.

### Important

- All documents must be "**Certified True Copy**" on all pages except Audited Accounts - only the first page i.e: Director's Report and Income Statement page are to be certified by your personnel of senior management and above.
- Names of participant(s) must appear in the latest EPF Statement received from KWSP for staff verification purposes only.

About  
**SME Skills Upgrading Programme**  
&  
**Institute of Marketing Malaysia**

**SMEs SKILLS UPGRADING PROGRAMME (MARKETING)**

The **SMEs** Skills Upgrading Programme is aimed at enhancing the marketing skills and capabilities of employees of SMEs in various industries.

Skills upgrading and retraining is vital to enhance the quality of the workforce in order to increase the efficiency of SMEs and adapting to the dynamic business environment.

The objectives are:

- To enhance knowledge of SMEs in managing business.
- To enhance marketing skills and capabilities of employees of SMEs.

**A grant of 70% of the fees is allocated for Technical and Soft Skills training.**

**ABOUT INSTITUTE OF MARKETING MALAYSIA**

The Institute of Marketing Malaysia (IMM) is the only registered institute in the country established for the purpose of serving the marketing fraternity in Malaysia. IMM is appointed as the **Professional Training Provider** for SMECorp Malaysia and the **Certified Training Provider** under PSMB/HRDF (HRDF claimable).

**IMM** organizes public seminars and conferences and have been delivering highly focused training solutions to its members throughout the country. Members have benefited through programs that are customized to specific objectives and requirement. Five-(5) main activities of IMM: • Training & Education Programs (SMECorp & Public programs) • Organizing World-Class Seminars/Talks & Guru Series • Publication of MARKETEEER, the official publication of the Institute • Membership and • Social & Networking activities such as Visits & Sports activities.

To date, IMM has trained over 10,000 participants from various companies and organizations in the country ranging from different economic sectors and industries including Telecommunications, Banking Services, Electrical & Electronics, Food Industry, Plastic Products, Manufacturing, Retail & Wholesale, Professional Management Companies, Medical Supplies, Pharmaceutical, Service Providers and many more. IMM also works very closely with several local IPTA & IPTS on industrial linkage programmes for mutual benefits.

**FOR ENQUIRIES & FURTHER INFORMATION PLEASE CONTACT**

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**INSTITUTE OF MARKETING MALAYSIA**

# Training Courses

**Skills Upgrading Programme**

## 2018



**70% Grant for eligible SMIs/SMEs**

Supported by:

