

PROFESSIONAL MANAGEMENT CERTIFICATE COURSE

MARKETING MANAGEMENT PROGRAM *The 7 P's of Marketing: Orchestrating a Winning Attack*

This 2-day course shall focus on the Marketing Function as it serves the overall business strategy. It will be discussed in relation to the seven Ps which the enterprise will orchestrate to engage competitors and gain customers. In its broadest sense, marketing is about creating and accumulating customers. Marketing, then, is everybody's concern in the organization—from the R&D to the Operations Group to the front desk receptionists, cashiers, chefs, waiters, and other such service people.

2012 TRAINING CALENDAR

Topics	Date (2 nd Quarter 2012)	Date (3 rd Quarter 2012)	Date (4 th Quarter 2012)
Managing the Marketing Function The Seven Ps of Marketing Positioning Product Packaging	April 25, 2012	July 18, 2012	November 8, 2012
Continuation of the Seven Ps of Marketing Place Price People Promotion	April 26, 2012	July 19, 2012	November 9, 2012

REGISTRATION FEE: PHP 2, 350/ PER PARTICIPANT PER DAY

(inclusive of training kit, lunch, AM & PM snacks, free flowing coffee, and a Certificate of Completion)

Avail our FREE 1 slot for a minimum of 4 participants for every course you will enroll.

For reservations, please call us at **(02) 927-9365, (02)928-5576, (02)426-3140** or email us at caarcaya@abs-cbnayanfoundation.com or abschn.base.mk@gmail.com