



Reyada Training & Management Consultancy, Dubai-UAE,
Is happy to announce:

Marketing Skills for Marketing Managers, 12-15/03/2007, Capitol Hotel, Dubai – UAE

Objectives:

The practice of sound marketing is critical to the success of every organization – large or small, for-profit or not-for-profit, domestic or global. Every person in the business must see themselves as part of the marketing effort, and understand how each of their actions support the generation of profitable revenues.

This workshop has been designed for Marketing Managers who have practical experience and exposure within the Marketing function in an organization.

The course underpins marketing theory, but will also provide participants the opportunity to relate and analyze their products, services, customers, and markets to marketing theory

Contents:

- Marketing Strategy
- STEEP analysis (Social, Technological, Environmental, Economic, and Political pressures and impacts) on the business
- 4 to 7 Ps
- Boston Matrix
- Competitor Analysis
- Product development, Image & Brand names
- Market Research
- Advertising & Sales Promotion
- Sales Development
- Usefulness of the SMART concept (Specific, Measurable, Achievable, Responsible & Time Based)

Some of the world's most famous and best practice marketing cases will be used during the sessions. These cases will provide an insight to participants in analyzing firms that have used world's best practice in their marketing function.

DR. IAN MICHAEL

(AFAMI, CPM), Doctor of Business Administration, Victoria University, Melbourne, Australia, is a Certified Practicing Marketer with a long academic, training and industry experience with research and academic contribution . He has more than 20 published papers and one video.



Who should attend?

- Marketing Managers

Key Learning Benefits:

Sound understanding of marketing concepts to be a professional marketer

Attendees prerequisite

- Marketing role

Instruction Language: English

Workshops Venue

Capitol Hotel

P.O. Box 33228,
Dubai - United Arab Emirates.

Location: Al Mina Road, Bur Dubai.

Tel.: +971-4-3460111

Fax: +971-4-3460333

Email: caphotel@emirates.net.ae

URL: <http://www.capitol-hotel.com/about.html>

Reyada Training

Tel: +971-4-2686446 **Fax:** +971-4-2686556

POBox 5621, Dubai, UAE

URL: <http://www.rt.ae>

Email: info@rt.ae

Six Easy Ways to Register

Online: <http://www.rt.ae/RegistrationForm.htm>
Via **Fax:** +971-4-2686556
Send **SMS** to +971-50-5539665 to call you back.

Via **Email:** info@rt.ae
Via **Tel:** +971-4-2686446
Via **Mail:** POBox 5621, Dubai, UAE

<u>Event</u>	<u>Date</u>	<u>Price</u>
Marketing Skills for Marketing Managers <i>(Fees Include documentations & handouts, Certificate of attendance, Lunch Buffet, and refreshments)</i> <i>Fees to be paid prior to the event</i>	12-15 Mar 2007	4950 AED

Name

Institution

Tel

Fax

E-mail

POBox

City

Country

Payment Methods

Cheque Bank Transfer Cash

- Cheque / Bank Draft payable: *Reyada Training & Management Consultancy.*
- Bank Transfer to:
Emirates Bank International,
A/C: 0077-469201-001,
Karama Branch, Dubai – UAE.

Please fax the copy of transfer advice: +971-4-2686556

Important Notice:

Kindly be informed that the event schedule, agenda and venue could be altered. Please refer to <http://www.rt.ae> for the latest updates of the event.

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