



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Date:
27–28 Feb 2012
11–12 Jun 2012

Course Fees:
S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Marketing Fundamentals

Why You Should Attend This Course:

The complex and rapidly changing environment in the marketplace impact all organisations. In this dynamic environment, marketing has become an increasingly important engine to drive the organisation's products and services to success in the marketplace. However, to be effective, marketing must make an impact and lead to measurable results. That does not necessarily mean expensive and fanciful marketing that put a strain on your budget but does not go far in terms of results.

This two-day course aims to provide an understanding of what innovative marketing is all about. At the end of the course, participants will comprehend the significance of innovative marketing as a key differentiator in the competitive marketplace.

Learning Outcome:

- Be equipped with a clear understanding of the marketing concept and their importance to your company's long-term success in the marketplace.
- Be familiarised with the key requisites of innovative marketing and how it can create impact and lead to measurable results.
- Have the opportunity to apply selected tools and techniques in case-studies in a collaborative learning environment.

Course Outline:

What is Marketing?

- Key fundamentals of marketing
- Going beyond buzzwords and jargons

The Marketing-Oriented Organisation

- What marketing orientation means
- Is my organisation marketing-oriented?

Analysis of the External Environment

- The key external influences on the organisation's business
- Emerging trends and their impact on the organisation

Analysis of the Internal Environment

- Assessing the internal environment
- Developing the SWOT Matrix

Market Segmentation, Targeting & Positioning

- Developing the Segmentation & Targeting Strategy
- Developing the Market Positioning Strategy

Deploying the Marketing Mix

- The marketing toolbox
- Applying the marketing toolbox

Who Can Benefit?

- Non-marketing executives who desire to have an understanding of what marketing is all about.
- Executives who play supporting roles to the overall marketing efforts of their companies/organisations.
- Marketing Executives and Managers who need to keep abreast of current issues and best practices in modern marketing.

Trainer's Profile:

Since 1990, **Dr Bob Foo** has provided consulting and training services in professional selling, key account management, sales management, strategic marketing and negotiation dynamics throughout the region.

Prior to this, Bob spent over 10 years in senior regional management positions with multinational corporations. In his corporate career, Bob has travelled widely throughout Europe, the US and the Asia-Pacific region.

Bob has a Ph.D from the University of Nottingham, a M.Sc. in International Marketing from the University of Strathclyde as well as professional qualifications in Administrative Management, Business Administration, Accounting & Finance and Public Relations. He is also a Fellow of the Chartered Institute of Marketing (FCIM) as well as a Chartered Marketer.

He writes and speaks on breakthrough business concepts for the 21st century. His articles have been published in *Asia 21*, *Singapore Marketer* and *Today's Manager*.

Dr. Bob Foo is a qualified *Instructor for Higher Education Teaching* and a qualified *Higher Education Instructional Leader* certified by National Institute of Education (NIE) and Singapore Institute of Management (SIM).

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Marketing Fundamentals <input type="checkbox"/> 27–28 Feb 2012 <input type="checkbox"/> 11–12 Jun 2012 (9.00am to 5.00pm) S\$780 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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