

**mis**

Marketing Institute  
of Singapore

**2024**

COURSE LISTING  
(JAN - JUN)



**EXECUTIVE  
DEVELOPMENT  
SERVICES**

**CUSTOMIZABLE IN-HOUSE TRAININGS**

**SDF-APPROVED COURSES AVAILABLE**

**VIRTUAL LEARNING OPTION AVAILABLE**



## ABOUT MIS

Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing.

MIS also plays a leading role in providing training, learning and development solutions to professionals and corporations in Singapore and around the region. Through its professional learning and development programmes, MIS has helped create and connect over 50,000 Sales and Marketing professionals, and through its diverse series of events, has offered numerous networking opportunities for thousands of members. MIS continues to collaborate and participate in marketing events both in Singapore and in the region as the representative body to the 17-member Asia Marketing Federation (AMF).

*MORE THAN*

**50 YEARS**

*OF SERVICE EXCELLENCE*

**9** *SPECIALIZED FIELDS*

*OVER*

**180** *COURSE OFFERING*



## **EXECUTIVE DEVELOPMENT SERVICES (EDS)**

*Continuous Training, Learning & Development for Professionals and Corporations*

MIS Executive Development Services (EDS) remains the preferred training partner of many organizations with our comprehensive list of courses in the fields of: Business Management, Communications, Event Management, Human Capital Management, Leadership, Marketing, Sales, Service Excellence and Personal Effectiveness.

With more than 180 Executive Development Programmes available, MIS continue catering to the skill-upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends and knowledge. Our custom-designed training programmes also help organizations identify gaps in their workforce competencies and optimise training ROI by tailoring a curriculum to its specific training needs and goals aligned with specialties needed for today's business landscape. MIS remains an advocate of lifelong learning through partnerships with government agencies such as Workforce Singapore (WSG), SkillsFuture Singapore (SSG) and e2i to support and nurture our local workforce.

## **MEMBERSHIP SERVICES**

*Connecting a Community of Marketers.*

MIS is the one place that connects you to the largest fraternity of sales and marketing professionals in Singapore. Through the regular, high-quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge. Whether you are looking to expand your network of like-minded peers, or keen to build up your expertise in the dynamic field of marketing, we have the connections to steer you and your organisation in the right direction

# BUSINESS MANAGEMENT AND LAW

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member /	non-member
Business Law	Catherine Tay			18-19		13-14		\$814.50	\$905
Assessing Marketing & Business Development Initiatives (Having Costs & Benefits In Mind)	Ck Chow		23					\$508.50	\$565
Business Planning & Budgeting	Ck Chow				25-26			\$634.50	705
Company Law for Business Managers*	Catherine Tay	24			18			\$508.50	\$565
Contract Administration & Management*	Catherine Tay	22-23			11-12			\$904.50	\$1,005
Contract Compliance – Increasing Contract Management Skills, Variations & Dispute Strategies in Covid-19 climate: Effectively Monitoring Contracts Throughout its life-cycle	Catherine Tay	9-10			15-16			\$1,080	\$1,200
Contract Law - Understanding the Concepts of a Contract*	Catherine Tay	30-31		28-29		20-21		\$814.50	\$905
Contract Law for Non-Legal Professionals	Catherine Tay		22-22		17		26	\$508.50	\$565
Contracts Risk Management in Oil & Gas Industry	Catherine Tay	11-12		25-26				\$904.50	\$1,005
Developing Winning KPIs for Peak Performance	Cecilia Sim	22			22			\$508.50	\$565
Dinosaur or Chameleon? –Change Management in the Disruptive World	Michael Lum			14-15				\$724.50	\$805
Finance for Non-Finance	Ck Chow			26-27			20-21	\$634.50	\$705
Essentials of Preparing & Negotiating Contract Terms	Catherine Tay	25-26			8-9			\$814.50	\$905
Fundamentals of Intellectual Property Rights for Strategic Business Planning	Catherine Tay	18			5			\$508.50	\$565
Hospitality Operations - Practical & Legal Risk Management	Catherine Tay		8					\$508.50	\$565
Impact of COVID-19 on Business Contracts	Catherine Tay	8						\$508.50	\$565
Managing & Implementing Effective Corporate Governance Structures	Catherine Tay				8-9			\$814.50	\$905
Mass Media Law Management and Ethics	Catherine Tay		7					\$508.50	\$565
New Code of Conduct for Fair Tenancy for Leasing of Qualifying Retail Premises	Catherine Tay	29		1	25	15		\$508.50	\$565
Procuring, Implementing & Managing Public Private Partnerships (PPP) Contract for Non-Legal Professionals	Catherine Tay							\$904.50	\$1,005
Service Level Agreement (SLA) in Outsourcing Contracts – Mastering Techniques to Negotiate, Develop & Manage SLAs Effectively	Catherine Tay		19-20			29-30		\$904.50	\$1,005
Shareholders’ Agreements in Private Equity Transactions	Catherine Tay			13				\$508.50	\$565
Strategic Legal Writing for Managers*	Catherine Tay			14		23		\$508.50	\$565
Creative Problem Solving and Decision Making	Kathryn Sow / Dave Phua			7-8			27-28	\$724.50	\$805

# BUSINESS MANAGEMENT AND LAW

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Structuring Joint Ventures & Strategic Business Alliances	Catherine Tay			8			7	\$508.50	\$565
Tenancy Agreements - Landlord & Tenant Law*	Catherine Tay		26-27			16-17		\$904.50	\$1,005
Tendering & Bidding Process Management - Practical & Legal Aspects in Procurement	Catherine Tay		5-6				10-11	\$904.50	\$1,005
Understanding Contract Interpretation & Drafting Standard Commercial Clauses	Catherine Tay		28-29			6-7		\$904.50	\$1,005
Understanding Legalities in Project Management for Non-Legal Professionals	Catherine Tay							\$904.50	\$1,005
Information Technology (IT) / Computing Practical & Legal Environment	Catherine Tay		15					\$508.50	\$565
Understanding Wrongful Acts in Business Management - Torts & Legal Remedies	Catherine Tay							\$508.50	\$565
Understanding, Managing & Complying Your Obligations Under Personal Data Protection Framework (PDPA)	Catherine Tay			20			17	\$508.50	\$565
Workplace Issues - Intellectual Property, Harassment, Non-Compete, Confidentially, Termination & Dismissal Issues	Catherine Tay				24			\$508.50	\$565
Managing & Implementing Effective Corporate Governance Structures	Catherine Tay				8-9			\$814.50	\$905
Contracts - Reading, Preparing & Understanding Implications of Terms & Conditions: Best Practice Tips & Pitfalls in Making Contracts	Catherine Tay			11-12			27-28	\$1,080	\$1,200

# MARKETING

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Advanced Marketing Strategies – Driving Business Growth & Sustainability	Cecilia Sim		15-16			30-31		\$814.50	\$905
Data Visualisation with Data Studio & Google Sheets Masterclass	Ivan Wong					16-17		\$904.50	\$1,005
Developing a Business & Marketing Plan	Tina McDowell							\$724.50	\$805
Developing a strategic marketing plan	Cecilia Sim	29-30			25-26			\$814.50	\$905
Digital Advertising (FB & Google Ads) Masterclass	Ivan Wong				18-19			\$814.50	\$905
Digitalisation & Business Analytics in Retail Management	Peter Loh		21						
Climate Change & Sustainability Impact on Business	Peter Loh			20				\$508.50	\$565
Effective Agile copywriting in Winning Customer .... (your end result)	Rachel Loke						27-28	\$508.50	\$565
Effective Marketing Strategies	Cecilia Sim	25-26			18-19			\$724.50	\$805
Google Analytics Masterclass (Universal GA4) Masterclass	Ivan Wong		6-7					\$904.50	\$1,005
Digital Analytics Masterclass (GA4, GTM, Looker Studio)	Ivan Wong				25-26			\$814.50	\$905
ChatGPT-Accelerated Digital Marketing Masterclass	Ivan Wong						6-7	\$814.50	\$905
SEO and Digital Advertising with ChatGPT Masterclass	Ivan Wong					30-31		\$814.50	\$905

# MARKETING

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Google Tag Manager (GTM) & Google Analytics 4 Masterclass	Ivan Wong						20-21	\$814.50	\$905
Integrated Digital Marketing Strategies	Martin Ross		26-27	25-26	25-26	30-31	27-28	\$724.50	\$805
Methods Of Persuasion: Sceret to Get More 'Yes' From Others	Tylus Lim		5			27		\$508.50	\$565
Neuromarketing Bootcamp : Activating the "Buy Mode" in Your Customer's Brain	Tylus Lim					9-10		\$724.50	\$805
Persuasive Writing - How To Influence People With What You Write	Tylus Lim			5			14	\$508.50	\$565
Sales & Marketing Strategies for Alignment of Business Solutions for Existing & New Accounts	Tina McDowell							\$634.50	\$705
Search Engine Optimisation (SEO) & Content Marketing Masterclass	Ivan Wong					9-10		\$814.50	\$905
The Art and Science of Influencing with Content Marketing	Rachel Loke			28-29				\$724.50	\$805
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim				29-30		26-27	\$814.50	\$905

# SALES

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Accelerating Sales Growth with Effective Virtual Consultative Selling – The New Normal	Cecilia Sim							\$814.50	\$905
Analysing Customer Behaviour And Body Language	Stanis Benjamin / Shankar G			8			28	\$508.50	\$565
Art of Starting Sales Conversations	Stanis Benjamin / Clare Lim			1			4	\$724.50	\$805
Consultative Selling Skills – Module 1	Stanis Benjamin / Graham Carter	12			12			\$508.50	\$565
Breaking Sales Performance Barriers	Stanis Benjamin / Shankar G	11			11			\$508.50	\$565
Clowning As An Engagement Technique To Build Effective Teams	Shanice Stanislaus				1			\$508.50	\$565
Engaging Your Audience With Humour	Stanis Benjamin / Shanice Stanislaus				2			\$508.50	\$565
Creating Competitive Differentiators	Stanis Benjamin / Ho-Tan Whai Aun		6			8		\$508.50	\$565
Cross Selling Techniques to Drive Higher Revenue & Profits	Stanis Benjamin / Ho-Tan Whai Aun		5			6		\$508.50	\$565

# SALES

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member	non-member
Be Ready for Personal and Professional Change Management	Cecilia Sim			14-15		16-17		\$814.50	\$905
Driving Critical Skills and Habits for Personal and Professional Effectiveness	Cecilia Sim			25-26			13-14	\$814.50	\$905
Effective Pricing Strategies & Tactics	Tina McDowell							\$724.50	\$805
Effective Sales Leadership and Management for Peak Sales Performance	Cecilia Sim			11-12			10-11	\$814.50	\$905
Effective Sales Negotiation for Long-Term Profitable Business Relationship	Cecilia Sim		22-23			27-28		\$814.50	\$905
Effective Selling Skills for Maximum Results	Cecilia Sim	18-19			15-16			\$814.50	\$905
Increasing Sales Productivity & Performance	Stanis Benjamin / Ho-Tan Whai Aun	4			4			\$508.50	\$565
Inside Sales Strategies & Skills	Ng Ping Ping / Evalina Lim	23			23			\$508.50	\$565
Key account Selling and Management	Cecilia Sim			21-22			20-21	\$814.50	\$905
Managing & Engaging with Distributors	Tina McDowell							\$634.50	\$705
Managing Sales Objections and Obstacles	Stanis Benjamin		7			7		\$508.50	\$565
Negotiation Skills for Sales & Marketing Professionals – Module 1	Stanis Benjamin / Ho-Tan Whai Aun	5			5			\$508.50	\$565
Art of Qualifying Leads	Cheryl Sum	19		8		17		\$508.50	\$565
Solution Sales Strategies & Skills – Module 1	Stanis Benjamin / Ho-Tan Whai Aun		1			2		\$508.50	\$565
Techniques to Closing Sales	Stanis Benjamin / Shankar G		2			3		\$508.50	\$565
Winning Sales Opportunities with Effective Tele-Sales Strategies and Techniques	Cecilia Sim							\$508.50	\$565
Winning Sales Pitches & Presentations that Drive Conversions – Module 1	Stanis Benjamin / Claire Lim	10			3			\$508.50	\$565
Increasing Sales Capabilities and Competencies	Stanis Benjamin / Claire Lim			7			7	\$508.50	\$565
Corporate Strategies and Skills For Business Development	Stanis Benjamin / Ho Tan Whai Aun			4			25	\$508.50	\$565
Building Stronger Customer Relationships	Stanis Benjamin / Evalina Lim			12			12	\$508.50	\$565
Sales Negotiations and Persuasion Techniques	Stanis Benjamin / Ho Tan Whai Aun			14-15			13-14	\$724.50	\$805
Sales Coaching Skills For Managers and Leaders - Module 1	Stanis Benjamin / Alan Phua		26			28		\$508.50	\$565
Developing Effective Sales Managers – Module 1	Stanis Benjamin / Shankar G		27			29		\$508.50	\$565
Developing An Effective Sales Training and Coaching Program – Module 1	Stanis Benjamin / Ho Tan Whai Aun			26			26	\$508.50	\$565
Onboarding New Sales Professionals – Training Techniques	Stanis Benjamin / Clare Lim		28			30		\$508.50	\$565
Strategies To Differentiating Your Sales Process	Stanis Benjamin / Clare Lim			27			27	\$508.50	\$565
Connecting With Customers – Rapport and Relationship Building Techniques	Stanis Benjamin / Clare Lim	9			9			\$508.50	\$565
Building a Sales Pipeline	Cheryl Sum	19		8		17		\$508.50	\$565

## SERVICE EXCELLENCE

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Effective Telephone Techniques to Engage & Influence Customers	Ng Ping Ping / Clare Lim							\$634.50	\$705
Managing Customer Complaints & Feedback - Writing with Empathy and Tact	Samantha Sim	22-23			8-9			\$634.50	\$705
Managing Difficult Customers Professionally	Samantha Sim	15		11			3	\$508.50	\$565
Managing Customer Expectations for Frontline Professionals	Stanis Benjamin / Claire Lim		13			14		\$508.50	\$565
Handling Difficult Customers	Cheryl Sum			15	26	31		\$508.50	\$565

## LEADERSHIP

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Critical Thinking Skills for Breakthrough Performance	Raymond Thomas				15-16		13-14	\$904.50	\$1,005
New Managers, New Leaders Bootcamp	Raymond Thomas			7-8		16-17		\$904.50	\$1,005
Personal Leadership – Motivating Self & Others to Achieve Peak Performance	Stanis Benjamin / Shankar G			6			6	\$508.50	\$565
Supervisory Skills for Managers	Celina Gan / Dave Phua		5-6			20-21		\$724.50	\$805

## HUMAN CAPITAL MANAGEMENT

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Managing Difficult Colleagues & Situations at Work	James Suresh					2-3		\$724.50	\$805
Building High Performance Teams	Kathryn Sow / Dave Phua				16-17		20-21	\$724.50	\$805

## EVENT MANAGEMENT

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Planning & managing Events	James Suresh				10-11			\$724.50	\$805
Executive Certificate in Business & Public Event Management	Dr Rob Harris		27-29					\$1,350	\$1,500



# COMMUNICATION

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Better Grammar for Professional Business Communication	Valerie Valberg-Yeoh	25-26		7-8				\$724.50	\$805
Copywriting for Marketing Materials	Gael Lee / Hart Lai				25-26		6-7	\$724.50	\$805
Developing Influencing Skills to Achieve Successful Outcomes	Cecilia Sim		19-20					\$814.50	\$905
Digital Media Relations	Gregory Tan							\$724.50	\$805
Effective Crisis Management Communications	Gregory Tan							\$724.50	\$805
Communicate to Influence	Samantha Sim		6		15			\$508.50	\$565
Mastering Corporate Communications	Gregory Tan							\$724.50	\$805
Persuasive Presentation Skills	Samantha Sim	24-25		14-15				\$814.50	\$905
Speak with Confidence for Personal & Professional Success	Stanis Benjamin/ Ho-Tan Whai Aun			5			5	\$508.50	\$565
Stakeholder Relationship Management	Rowena Lim	11-12	27-28	7-8	25-26	15-16	4-5	\$814.50	\$905
Internal Communication Strategies – From Employee to Brand Champion	Rowena Lim	16-17	22-23	12-13	23-24	28-29	13-14	\$814.50	\$905
Writing for Publications	Gael Lee					8-9	27-28	\$724.50	\$805
Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty	Gael Lee			28		17		\$508.50	\$565

# PERSONAL EFFECTIVENESS

Course Title	Trainer	Jan	Feb	Mar	Apr	May	Jun	Course Fees (\$)	
								Member / non-member	
Enhancing EQ with Body Language	Michael Lum				18-19			\$724.50	\$805
Enhancing Relations Through Emotional Intelligence	James Suresh						3	\$508.50	\$565
Managing Stress & Achieving Wellness	James Suresh							\$634.50	\$705
Time & Stress Management	Samantha Sim	16		18			4	\$508.50	\$565
Whole Brain Memory Skills & Speed Reading	Michael Lum			21-22				\$724.50	\$805
Workplace Interpersonal Skills	Cecilia Sim			7-8			6-7	\$724.50	\$805
Personal Effectiveness & Innovation Techniques	Celina Gan / Dave Phua		19			13			