**Marketing Planning Skills**

**Course Objectives:**

Enhance the participants marketing Planning skills & effectively set priorities during the process of marketing planning.

**Course Outlines:**

* Introduction to marketing management & strategy
* Analyzing marketing environment
* Guidelines in setting marketing objectives
* Role of planning in marketing
* Marketing planning process.

**Who Should Attend?**

* Marketing Manager & Sales Manager
* Sales Supervisor
* Marketing, Sales Staffs & Communications Staff
* Market Researchers & Analyst.

**For more information:**

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**Duration:** 5 Days