

Vision

To Be The Source and Symbol of Management Excellence

Mission

NIM shall remain the prime driver of management standards and values, in all ramification, and a veritable change agent in strategic transformation, delivering;

About The Institute

The Nigerian Institute of Management (Chartered) has repositioned itself as a veritable change agent in strategic transformation, significantly expanding the reach of its activities across Nigeria and overseas in the drive to promote management standards and values, distinctive individual discipline and universal management best practices. This the Institute has done over the years through its high impact seminars, conferences, open courses and diploma programmes.

Today, the Institute has over 100,000 individual members and 350 corporate members making it the largest multi-discipline, trans-sector, professional body in Nigeria. The new NIM which evolved as a result of the conferment of Charter status on the Institute in June 2003 by Act 14 of the National Assembly, is empowered by law to regulate and control the management profession in all its aspects and ramifications. This mandate requires all persons who wish to be admitted into the management profession, to take and pass the membership qualifying examination approved by the Council of the Institute. Furthermore, all those who wish to be practitioners of the management profession must be registered and licensed by the Institute.

As the leading organisation for managers, the Institute thoroughly understands the issues faced by organisations in their efforts to improve performance, and is well placed to provide management development solutions that have impact on productivity and organizational growth.

This brochure provides information on the Institute's open courses scheduled to run during 2010. To complement these courses, other unscheduled programmes will be run during the year. Notification for these programmes will be made through appropriate media as they come up.

In addition to the courses presented in this handbook, the Institute conducts tailor-made in-plant and special programmes, courses as well as a wide range of consultancy services to organizations to assist them achieve set goals and objectives.

Registration is by writing, e-mail or telephone to the Registrar/CE indicating the names(s) of your nominee(s) and the course(s) of interest, at least five working days before the programme.

Payment is by Bank Draft payable to NIM or paying cash into NIM account No.20101091404110 in Guaranty Trust Bank Plc

The advertised course fees cover lectures, course materials, lunch and tea break.

Registration And Payment

LATE REGISTRATION

Please note that, registration not made at least three (3) working days to the commencement of the programme, may not be guaranteed a place in the course, especially if the would-be participant or his/her organization did not contact us earlier to indicate their interest in the course.

For further information, please contact:

1. Moji Olukoga: 08023636495 E-mail: moji@managementnigeria.org.
 2. Bimpe Onifade: 08056631611 E-mail: onifade@managementnigeria.org
 3. Lucy Ukokoh: 08028335525 E-mail: lucyukoko@managementnigeria.org
- E-mail: training@managementnigeria.org.

CANCELLATION

Cancellation notice received within three days before the commencement of the programme will be refunded in full. No refunds will be made after this period.

DISCOUNTS

- Confirmed Booking:**
10% is applicable to nomination of at least three participants whose participation is confirmed by payment of the course fee a week ahead of the scheduled programme.
- Quantity Discount:**
Nominations of five or more participants will attract 15% discount while less than five will attract 5% discount. There will be no discount for nomination of just one person.
- Special Discount:**
Organisations wishing to run any of our scheduled courses as in-house programmes for up to fifteen members of their staff will receive 30% discount on the advertised fee. The company will provide feeding and lecture hall for the participants.

Please note that the discounts indicated are mutually exclusive, and are not deductible at source.



Venue Of Courses

Lagos

Nigerian Institute of Management,(Chartered),
Management House, Plot 22, Idowu Taylor Street,
Victoria Island, P.O. Box 2557, Lagos, Nigeria.
Tel: 01- 2705367, 2704045, 08023544007
08023636495 08057471484
Fax: 01- 2701418
E-mail: training@managementnigeria.org
Website: www.managementnigeria.org

Abuja

Nigerian Institute of Management,
Abuja Area Office,
No. 4, Kaltungo Street,
Off Egbedi Close,
Off Ladoke Akintola Boulevard,
Garki 2, (Near Treasury House), Abuja.
Tel: 09-6706604, 08073989673 08086034662.
E-mail: nimabuja@managementnigeria.org

Port Harcourt

Nigerian Institute of Management,
NIM Management Centre,
9, Aba Road,
Port Harcourt, Rivers State.
Tel: 084-578569
Tel: 084-578569, 08055464138, 08038920334.
E-mail: nimph@managementnigeria.org

Enugu

Nigerian Institute of Management,
NIM Management Centre,
6, Ukeje Street, Upper New Haven,
Enugu.
Tel: 08033027741
E-mail: nimenugu@managementnigeria.org

Ibadan

NIM Management Centre,
Premium House,
Jericho (Opp. Heinemann Book Publishers),
Ibadan, Oyo State.
Tel: 08023501284, 02- 7515482
E-mail: nimibadan@managementnigeria.org

Benin

NIM Management Centre,
7, Tony Anenih Avenue,
Off Boundary Road, GRA,
Benin City, Edo State.
Tel: 052- 464072, 08023374001.
E-mail: nimbenin@managementnigeria.org

Kano

NIM Management Centre,
79, Club Road, (Near Customs Area Office)
Bompai, Kano,
Kano State.
Tel: 08036415577, 064 - 959262
E-mail: nimkano@managementnigeria.org

Gombe

NIM Management Centre,
13, Sharu Road, Opp. Connoil Filling Station
New GRA, Gombe.
Tel: 08033533868

Markurdi:

NIM Management Centre,
28, Iyoreha Ayu Road,
Wurukum, Markurdi,
P. O. Box 1077 Markurdi,
Benue State.
Tel: 08033533868
E-mail: nimmurdi@managementnigeria.org



**MARKETING
& SALES
MANAGEMENT
COURSES**

MARKETING AND SALES MANAGEMENT COURSES

EXCEPTIONAL CUSTOMER SERVICE PROGRAMME

Marketers, salespersons and other customer contact staff must give exceptional service to expect customer loyalty and grand patronage. This can only be done by understanding the customer. This programme will expose participants to customer winning ways.

Content

- Knowing the Customer
- The Use of Research in Quality Customer Service
- Identifying Customer Expectations
- Quality Customer Communications
- Pre and Post Sales Customer Care
- I.C.T. and Speedy Customer Service
- Achieving and Managing Customer Satisfaction

Who Should Attend

Marketers, Salespersons, Front line staff and all employees that come in contact with external customers.

DATE/VENUE:	LAGOS	KANO	BENIN	IBADAN	ABUJA	BENUE	P/H
	Mar. 22- 26	May. 24- 28	May. 10- 14	Sept. 27- 30	July. 26- 30	Mar 1- 5	July 12- 14
	Aug. 2- 6						

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



RELATIONSHIP MARKETING MANAGEMENT

Relationships, among other soft factors, serve as catalysts to energize, activate and concretize customer patronage. Product features and sales conditions are not enough to turn customers to apostles of the marketing companies.

This programme will enable participants learn how to build, nurture and successfully exploit relationships with customers to achieve marketing success.

Content

- Building Relationships with Customers: Key Issues
- Product Knowledge and Product Development
- Customer Targeting and Development
- Motivating Customers and Managing their Attitudes
- Personal Selling and Negotiating Skills
- Customer Retention Strategies
- Customer Care and Handling Difficult Customers

Who Should Attend

Relationship Managers, Marketing managers/ Executives, Sales and Client Services Managers.

DATE/VENUE:	LAGOS	KANO	IBADAN	GOMBE	ABUJA	P/H
	Mar. 15-19	Aug. 9 - 13	Mar.15-19	June. 7 -11	Mar.8 -12	Jun. 7-11
	Nov. 15 - 19					
	Jul. 26-30					

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

MARKETING AND SALES MANAGEMENT COURSES

DYNAMIC SELLING SKILLS AND TECHNIQUES

Marketing is both a science and an art. It requires particular skills and techniques which practitioners must master and apply to achieve marketing success. This course will expose participants to all these and more.

Content

- An Overview of Marketing and Consumer Orientation
- Selling Functions, Responsibilities and Requisite Skills
- Understanding the Selling Process
- Identifying Buyer Motives and Behaviours
- Sales Control Processes
- E-commerce
- Ethics of Marketing
- Handling Marketing Complaints, Objections and Problems.

Who Should Attend

Marketers, Salespersons, customer service Managers, etc.

DATE/VENUE:

LAGOS	KANO	BENIN	IBADAN	ABUJA	BENUE	P/H	ENUGU
Mar. 22 - 26	Apr. 26 - 30	July 5 - 9	July 5 - 9	Aug. 9 - 13	Apr. 26 - 30	Oct. 25 - 29	June 7 - 11
Aug. 2 - 6							
Oct. 4 - 8							

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

INTERNATIONAL PROCUREMENT MANAGEMENT

In an economy that is highly dependent on imports for the supply of necessary inputs, skills for sourcing and processing of imports become relevant. At the end of this course, the participants would be able to understand the necessary procedures and processes for import documentation.

Content

- Commercial Factors Underlying International Procurement
- Specifications for Imported Items
- Tender: Receipts, Analysis, Evaluation and Acceptance
- Negotiation and Arbitration
- Import Contract Procedures
- Legal and Insurance Aspects of International Procurement
- Foreign Payment Processing and Remittances
- The Internet and International Procurement
- Logistics and Warehousing

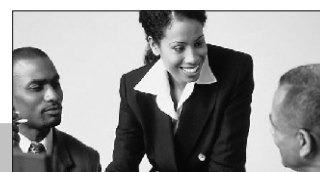
Who Should Attend

Purchasing, Procurement Managers/Executives, Import Managers, Warehouse Managers and Marketing Executives

DATE/VENUE:

LAGOS	KANO	IBADAN	GOMBE	BENUE	BENIN	ABUJA	ENUGU
Apr. 5 - 9	June 14 - 18	Oct. 18 - 22	Aug. 2 - 6	July 12 - 16	Sept. 20 - 24	Mar. 15 - 19	June 7 - 11
Aug. 9 - 13							
Dec. 6 - 10							

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



MARKETING AND SALES MANAGEMENT COURSES

EFFECTIVE MANAGEMENT OF KEY ACCOUNTS

About 20 percent of a company's customers provide between 70-80 percent of the company's turnover. These customers constitute the key accounts. Winning and retaining these key accounts poses great challenges as huge amount of time, money, efforts and other resources are involved. At the end of this course, participants will acquire skills that will enable them win new key accounts at reduced costs, as well as create more value on the existing key accounts.

Content

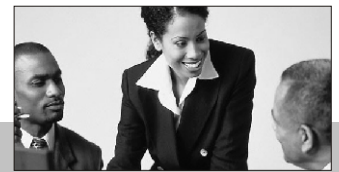
- Definition and Classification of Key Accounts
- Cycles in Key Accounts Management Process
- Key Accounts Winning Strategies
- Nurturing the Business Relationship with a Key Account
- Negotiation Process: Strategies and Tactics for Key Accounts
- Winning New Key Accounts Learning from Experience
- Customer Retention Strategies.

Who Should Attend

Sales/Marketing Managers, Relationship Managers/Executives, Products and Business Development Managers.

DATE/VENUE:	LAGOS	ABUJA	P/H	BENIN	BENUE	GOMBE	IBADAN	KANO	ENUGU
	Apr. 12 - 16	Aug. 23 - 27	June 28 - July 2	June 7 - 11	Mar. 29 - Apr. 2	Oct. 18 - 20	Apr. 5 - 9	July 26 - 30	July 19 - 23
	Aug. 16- 20								

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



MODERN SALES MANAGEMENT

This programme aims to show how to keep pace with the strategic issues that are revolutionizing sales force management. At the end of the course, participants will discover the 'can't fail' techniques that have already benefited thousands of their colleagues. They will also learn how to achieve peak performance in those areas that are critical for sales management success.

Content

- The Changing Sales Environment/Trends
- Sales Planning and Implementation
- Effective Sales Presentation and Demonstration
- Sales Promotion Mix
- Sales Forecast, Budgeting and Reporting
- Sales/Customer Management
- Recruiting, Training and Rewarding Sales Persons
- Organising and Controlling the Sales Team

Who Should Attend

Sales Managers, Relationship Managers and Customer Service Managers.

DATE/VENUE:	LAGOS	ABUJA	P/H	KANO	GOMBE	IBADAN	BENIN	MAKURDI	ENUGU
	Apr. 19- 23	Apr. 5 - 9	Oct. 18 - 22	Aug. 30 - Sept. 3	July 5 - 9	July 26 - 30	July 26 - 30	May 17 - 21	Aug. 23 - 27
	Aug. 23- 27								

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

MARKETING AND SALES MANAGEMENT COURSES

WINNING MARKETING SKILLS AND TECHNIQUES

Marketing performance in an organization hinges on the effectiveness and efficiency of the marketers in achieving set targets. The marketer's effectiveness and efficiency also depend on the application of requisite skills and techniques in the marketing process.

At the end of this course, the participants would be able to make effective contacts with prospects and clients, control and reduce cost in the marketing process.

Content

- Overview of Marketing Environment in Nigeria
- Skills for Effective Contacts and Prospecting
- Call Planning and Routing Skills for Marketing Effectiveness
- Cost Control and Reduction Techniques for Better Marketing Results
- Value Creation through Customer Care and Relationship Marketing.
- Winning New Accounts for Your Business

Who Should Attend

Newly employed or promoted Marketing Managers and Executives in all organizations.

DATE/VENUE:	LAGOS	ABUJA	KANO	BENIN	GOMBE	BENUE	IBADAN	ENUGU	
	May. 3 - 7	Sept. 6 - 10	Oct. 4 - 8	Sept. 6 - 10	Aug. 23 - 27	June 28 - July 2	Nov. 8 - 12	Sept. 20 - 24	
		Sept. 6 - 10							
	Dec. 13 - 17								

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

STRATEGIC MARKETING FOR COMPETITIVE ADVANTAGE

Strategy is vital to the achievement of marketing objectives in any competitive environment. At the end of the course, participants will be able to prepare and effectively implement marketing Strategies that will enhance Competitive advantage and customer satisfaction.

Content

- SWOT analysis of marketing environments for competitive advantage
- Products development and differentiation on Strategic marketing options
- Competitors analysis, advantage and positioning
- Management of Marketing expenditures
- Legal considerations in marketing products and services.
- Relationship marketing for optimum customer satisfaction
- Formulating and Implementing marketing Strategies

Who Should Attend

Marketing Managers, Business/Product development managers and other managers with responsibility for making marketing decisions.

DATE/VENUE:	LAGOS	ABUJA	KANO	IBADAN	GOMBE	BENIN	BENUE	P/H	ENUGU
	May 10 - 14	Apr. 19 - 23	Oct. 25 - 29	Apr. 26 - 30	Oct. 4 - 8	Oct. 11 - 15	Aug. 2 - 6	July 19 - 23	Oct. 18 - 22
		Sept. 20 - 24							

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



MARKETING AND SALES MANAGEMENT COURSES

MASTERING COMPUTER APPLICATION IN MARKETING FUNCTIONS

The use of computers for the processing and presentation of marketing information to customers and management has become a feature of modern marketing. At the end of this course participants would effectively apply relevant computer softwares in the capturing, storage, analysis, reporting and presentation of essential marketing information.

Content

- Overview of marketing functions / operations
- Understanding software tools applicable to marketing functions
- Introduction to MS-EXCEL
- Marketing/Sales data analysis using excel functions
- Developing marketing/sales reporting model with excel
- Sales promotion and presentation using MS-power point
- Developing and managing marketing information system
- Online marketing
- Understanding major elements of security and marketing data protection

Who Should Attend

Marketing Managers, Officers, executives and other personnel whose responsibilities directly or indirectly relate to marketing function

DATE/VENUE:

LAGOS	ABUJA	P/H	IBADAN	BENIN	MAKURDI	GOMBE	KANO	ENUGU
May 17 - 21	Sept. 20 - 24	Nov. 8 - 12	Aug. 16 - 20	Nov. 8 - 12	Aug. 30 - Sept. 3	Nov. 8 - 12	Nov. 22 - 26	Nov. 22 - 26

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

INTEGRATED MARKETING COMMUNICATION (IMC)

Marketing Communication includes the entire process and methods of disseminating information and understanding about a company's marketing mix for a chosen target market. This course will enable participants acquire the skills needed to achieve effectiveness in marketing communication.

Content

- Overview of integrated marketing communications and the benefits
- Tailoring the IMC framework of Company's needs
- Developing and Implementing the IMC plan
- Understanding the marketing communication Mix and the inter-related roles
- Customer profile and their Purchasing behaviour
- Evaluating different media to reach the customer
- Identifying the main phases of the IMC approach
- Measuring the performance of the IMC plan

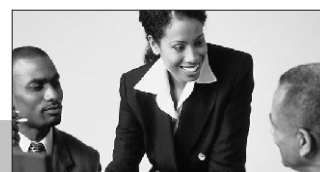
Who Should Attend

Brand managers, Product manager, Marketing managers, Business development, Managers, and other managers in organization that are responsible for developing impactful marketing campaign strategies for their organizations.

DATE/VENUE:

LAGOS	ABUJA	BENIN	GOMBE	IBADAN
May 24 - 28	May 3 - 7	Dec. 6 - 10	Dec. 6 - 10	Nov. 29 - Dec. 3

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



MARKETING AND SALES MANAGEMENT COURSES

MARKETING COURSE FOR MANAGERS IN SERVICE DRIVEN ORGANISATIONS

Services are intangible products, the values of which cannot be seen or touched but only felt. To attract and retain customer loyalty, a service driven organization would endeavour to participate and rapidly respond to the changing needs, tasks and preferences of the customers. At the end of this course, participants would be able to reposition their services/products through repackaging, re-branding, marketing communication and other components of the marketing mix.

Content

Service: The driving force in the Nigeria Economy
 Unique characteristics of Services
 The marketing triangle Services
 Pricing of services
 Services and products development
 The Integrated model of service quality
 Marketing Communications Techniques
 Packaging service and products
 Selling with Service

Who Should Attend

Marketing Managers, Customer service Managers, Business development Managers and other executives that participate in making marketing decision in services organization.

DATE/VENUE:

LAGOS	ABUJA	KANO	P/H	IBADAN	ENUGU
June 7 - 11	Oct. 4 - 8	Apr. 5 - 9	Aug. 9 - 13	May 17 - 21	Mar. 29 - Apr. 2
Oct. 11 - 15					

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

MARKETING COURSE FOR NON-MARKETING EXECUTIVES

Marketing in modern organizations is not the exclusive responsibility of employees in the marketing department. This is due to the fact that every employee occupying a position of responsibility has roles to play (directly or indirectly) in the marketing process. At the end of this course, the non-marketing executives would become knowledgeable in the marketing of their organization products/services.

Content

Understanding the environment of marketing
 Pricing for value
 Customer service
 Products packaging and promotion
 Business tangibles as marketing tools
 Customers contact skills
 Issues in branding
 Computer application for marketing

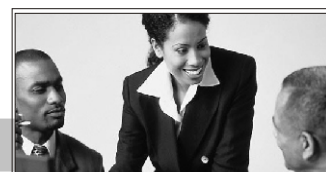
Who Should Attend

Managers and other executives in non marketing functional areas of public and private sector organizations who need to develop marketing skills/knowledge for greater effectiveness.

DATE/VENUE:

LAGOS	ABUJA	P/H	IBADAN
June 14 - 18	May 17 - 21	Nov. 29 - Dec. 3	Sept. 6 - 10
Oct. 18 - 22			

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



MARKETING AND SALES MANAGEMENT COURSES

TOTAL QUALITY MARKETING COURSE FOR PUBLIC & ALLIED INSTITUTIONS

The application of marketing and quality concepts in public institutions is a development which arose from the need to inject private sector initiatives into the public service. The aim of this programme is to develop the marketing and quality management orientation of employees in the public sector.

Content

- Privatization and the competitiveness imperative
- Understanding the environments of marketing
- Cost effective marketing techniques
- Nature and structure of the corporate market
- Time management for marketing excellence
- Dynamic selling process and strategies for public services
- Call planning routing and contact skills
- Knowing and managing a marketing information system.
- Servicom and the Total Quality Concept

Who Should Attend

Marketing officers/Executives, departmental heads, training managers and other personnel in Government Ministries and Parastatals directly or indirectly involved in offering essential services to the public.

DATE/VENUE:

LAGOS	ABUJA	P/H	BENIN	IBADAN	MAKURDI
June 21 - 25	Oct. 18 - 22	May 24 - 28	May 17 - 21	June 7 - 11	Mar. 8 - 12
Oct. 25 - 29					

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

ACTION PLANS FOR SUCCESSFUL MARKETING

Smart marketing can sell a product or service even in the face of tough competition. This intensive course will enable participants acquire the hands on tools, techniques and skills required to deliver bottom-line contributions and become successful marketers who can think and act outside the box.

Content

- key Strategic Positions for Marketing Success: An Overview
- The SWOT Analysis
- Managing Your Product's Life Cycle
- Segmenting the Market
- Promotion Successfully and Profitability
- Introducing Winning Products
- Designing and Using Market Research Effectively
- The Power of Pricing

Who Should Attend

Marketing Officers, Product Managers, Brand Managers and Advertising Managers.

DATE/VENUE:

LAGOS	ABUJA	IBADAN	GOMBE	P/H
July 5 - 9	May 31 - June 3	Oct. 4 - 8	June 14 - 18	May 31 - June 4
Nov. 1 - 5				

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00



MARKETING AND SALES MANAGEMENT COURSES

CUSTOMER RELATIONS MANAGEMENT FOR HOTELS, RESTAURANTS AND FAST FOOD ORGANIZATIONS

The hospitality industry has witnessed rapid growth in recent times. Though the density is still comparative low relative to the population in the urban areas, customers are still in commanding position of choosing where to but from. The quality of services from a fast food organization, determines the level of patronage that would be received from customers. By the end of this course, participants would be equipped with the requisite skills to delight the customers through quality contacts and services.

Content

- The Economic Values of Fast Food Business: An Overview
- Customer Contact Skills
- Principles of Effective Public Relations
- Understanding Customers Quality Expectations
- Meeting Customers Quality Expectations
- Transactional Analysis for Effective Customer Service
- Total Quality Service and Customer Care
- Managing the "Peak" period in hotels, restaurants and fast food outlets
- Customer Bonding Strategies

Who Should Attend

This course is designed specifically for manager, frontline personnel and sales-force in the hotels, restaurants and fast food organizations.

DATE/VENUE:

LAGOS	ABUJA	P/H
July 19 - 23	June 14 - 18	June 21 - 25
Nov. 15 - 19		

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

EFFECTIVE BRAND MANAGEMENT PROGRAMME

As the competitive environment becomes increasingly hostile, strong brand building will be required to survive and thrive. Brands have become strategic assets and a company's primary source of competitive advantage. This seminar will examine both the emotional and self-expressive benefits of the brand-as-a-person, the brand-as-an-organisation and the brand-as-symbol perspectives. Executives in a wide range of industries are seeking to prevent their products and services from becoming commodities; they are now recommitting themselves to brands as a foundation of business strategy.

Content

- Brand Equity
- Market Segmentation, Selection and Positioning
- Maintaining and Enhancing Brand Loyalty
- Building Brand Awareness
- Pricing for Value
- Creative Strategy for Interactive Marketing
- Rules for Adapting and Winning in the new Marketplace
- Considerations for 21st Century Direct Marketing of Brands

Who Should Attend

Business Development Managers, Brand Managers, Account Managers, Product Development Managers, Senior executives in banking, insurance and other service industries.

DATE/VENUE:

LAGOS	ABUJA	P/H
July 12 - 16	Nov. 1 - 5	Dec. 13 - 17
Nov. 8 - 12		

DURATION:	- 5 Days
FEE: Members	- N85,000.00
Non Members	- N90,000.00

