



Participants at the last programme at Excellence Hotel, Ogba Lagos
September 3-4, 2009.

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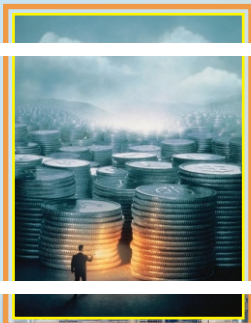
Nigerian Institute of Management (Chartered)



MARKETING STRATEGIES FOR SUCCESS IN A RECESSION

MAY 25 - 26, 2010

Vision: To be the **Source** and **Symbol** of Management Excellence



MARKETING STRATEGIES FOR SUCCESS IN A RECESSION



This two day course is designed to explore Marketing Strategies for Success in a Recession.

It will focus on effective deployment of strategic marketing tools and to retain, attract existing customer and penetrate new markets.

The course therefore aims at helping organization to re-position and re-brand their products and services so as to sustain competitive advantage.

COURSE CONTENT

- Overview of the Current Economic Recession
- Developing and Implementing Strategic Marketing Plans
- Product and Service Re-positioning and Differentiation for Sustainable Competitive Advantage
- Techniques of Persuasive Selling (TOPS)
- Customer Relationship Management: An Effective Tool

TARGET PARTICIPANTS

Sales Executives, Marketing Managers, Client Service Managers, Relationship Managers, Brand and Business Development Managers.

DURATION: 2 DAYS

COURSE FEE: N50,000.00 per participant
(Fee covers lectures, Course Materials, Tea Break and Lunch Break)

This Programme attracts five (5) credit points for all NIM Members

DATE: 25 – 26 MAY, 2010

TIME: 9.30 am – 4. 30 pm Daily

VENUE: **Business Club Ikeja**
50, Hakeem Balogun Street,
Central Business District,
Alausa, Ikeja Lagos.

DISCOUNT: Nomination of three (3) or more participants will attract 10% discount.

Payment should be made to NIM GTB Account Number **20101091404110** and teller brought to the Course venue. Cash can also be paid at the venue.

REGISTRATION: Registration is by writing, email or telephone to any of the Officers stated on the back page, indicating name, position, address and the Teller number.