

DEVELOPMENT INSTITUTE FOR SCIENCE CENTER

معهد التطوير للتأهيل العلمي



Since 1987

# Marketing & Sales Professional Certification

**LMG** 

*Leadership & Management  
Global Organization*



## Who should attend

Managers who wish to gain a stronger knowledge of sales and marketing to improve their performance;  
Sales professionals who want to grow their careers in sales and marketing;  
Graduates who wish to add a job-related qualification to their CV;  
Small business owners and entrepreneurs who realise the value of sales and marketing for the success of their business;  
People currently in this profession who want to formalize their knowledge with a certificate.

## Course Content

Introduction to Marketing	Pricing
The Marketing Mix	Pricing and Channel Development
The Marketing Environment	Promotion
Consumer and Buyer Behaviour	Sales Management
Marketing Research	Demand Estimation and Forecasting
Targeting, Segmenting and Positioning	Sales Territories
Business to Business and Consumer Marketing	Personal Selling Techniques
Product Planning	Gaining Commitment

**Includes :** Certificates attested by LMGO Switzerland and KHDA UAE Ministry  
Membership from HACAM, Course material, coffee/tea breaks, parking



**Inquire Today:**

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