



A 2-day course on
**MARKETING PRINCIPLES
AND PRACTICE**



12-13 NOVEMBER 2013
HOLIDAY VILLA, SUBANG
PETALING JAYA

Introduction

Understanding marketing environment and buying behaviour are the core areas in this course. This leads to developing appropriate strategies for marketing. Participants will learn about marketing mix decisions as in product, price, promotion and place. Analyse competitors and creating a competitive advantage and developing competitive marketing strategy are the important subject matters in this course.

Objectives

- Learn and understand the important principles behind successful marketing and how these are applied in practice.
- Learn marketing and competitors analysis and develop marketing strategies.
- Facilitate marketing implementation and application at work place.

"A comprehensive course on Marketing that every Marketing Manager should attend."
Marketing Manager, Telecommunication

Course Outline & Schedule

DAY 1

Module 1: Fundamentals of Modern Marketing Thought

- Marketing in the modern organization
- Marketing planning: an overview of marketing

Module 2: Marketing Analysis

- The marketing environment
- Understanding consumer behaviour
- Understanding organizational buying behaviour
- Understanding marketing ethics and CSR
- Marketing research and information systems
- Marketing segmentation and positioning

Module 3: Marketing Mix Decisions

- Product
- Price
- Promotion
- Place
- Digital marketing

Summary and Q & A for the day

DAY 2

Module 4: Competition and Marketing

- Analysing competitors and creating a competitive advantage
- Competitive marketing strategy

Module 5: Marketing Implementation and Application

- Managing marketing implementation, organization and control
- Services marketing
- International marketing

Summary and Q & A for the day

Course starts : 9.00 am
Course ends : 5.00 pm

Tea breaks : 10.30 am and 3.30 pm (15 mins each)
Lunch : 12.30 to 1.30 pm (1 hour)

Who Should Attend

General Managers, Sales and Marketing Managers, Executives and employees. MBA and Business Administration students.

Methodology

The course content will be delivered through lectures, discussions, case studies, and workshop activities. Laptop computers are required (please bring your own).

Registration

A 2 day Course on Marketing Principles and Practice

12-13 November 2013

Holiday Villa, Subang, Petaling Jaya

Details of participant(s)

Name _____

Position _____

Email _____

Mobile _____

Name _____

Position _____

Email _____

Mobile _____

Name _____

Position _____

Email _____

Mobile _____

Company contact person

Name _____

Position _____

Email _____

Mobile _____

Company _____

Address _____

Tel _____

Fax _____

Company's stamp

	Per Person	Group fee for 2 or more (need not be from the same company)
Regular fee	RM 1000	RM 900 per person
Early bird discount (per person)	RM 900	Send your payment 1 month in advance and save RM 100

To register:

1. Complete and scan this Registration page and email to: **admin@drkhloke.com**
2. Make GIRO transfer online of registration fee to **Maybank A/C No. 512277610559** (A/C name Dr KH Loke Consulting) and email receipt to the above email address or,
3. By cheque payable to **Dr KH Loke Consulting** and bank in cheque at **Maybank A/C No. 512277610559**. Scan and email payment slip to the above email address.
4. Receipt and invoice will be issued to the participants during the course.
5. Course fee includes training notes in powerpoint format, Certificates of Attendance, tea breaks and lunch.
6. For any enquiries or to arrange for an in-house training on this course, please contact:

Dr KH Loke Consulting

Email: khloke@drkhloke.com

pcyap@drkhloke.com

Tel: 019 3847805; 012 6560603

Booking conditions

1. Registration is confirmed upon receipt of the completed registration form and full payment.
2. If you are unable to attend, you may postpone to attend at another date or another program of similar fee. Alternatively, a substitute participant is allowed at no extra charge. Please provide the name and relevant information of the substitute participant. Please write in to inform 14 days before the program. Otherwise the fee will be forfeited.
3. The organiser reserves the right to make any amendments and/or changes to the program, venue, speaker replacement and/or topics if warranted by circumstances beyond its control.

Number of participants limited to 20 only
to ensure effectiveness of learning.
Hurry, register now!

About the Trainer

IR DR LOKE KEAN HOOI

PhD, MBA (Distinction), B.Eng. (1st Class Hons.),
MIEM, P.Eng., Asean Eng., APEC Eng., IntPE



An engineer by profession, Dr Loke graduated Doctor of Philosophy (PhD) and Bachelor of Engineering, with First Class Honours, from the University of Strathclyde, United Kingdom. Later in his career, he thirst for business acumen led him to profess Master of Business Administration (MBA) with Distinction and Top Student of the Year, also from the University of Strathclyde.

Dr Loke is Director of his own consulting firm, Dr KH Loke Consulting, a professional development and training provider company focusing on cutting edge programs on human resource development, business strategy and management, and specialised engineering.

He has over 21 years corporate experience with regional and worldwide responsibilities, having held senior management positions in MNCs in manufacturing. During his career, he was widely consulted for his expertise in engineering, business management (formulating strategies, marketing, project management, quality and operations improvement, R&D) and human resource development.

Dr Loke has been involved in teaching, training and providing presentations in classroom, conference and public speaking contexts throughout his 21 years working career. His speaking engagements include government departments, developers, consultants, contractors, universities, NGOs, conference participants and training providers both locally and internationally.

Today, Dr Loke is a very much sought-after speaker due to his business and engineering experience, knowledge and oratory ability that he gained in his working career. Thus, his teaching approach is practical, energetic drawing from his wealth of corporate management and training experience spanning two decades.

Dr Loke has authored and co-authored more than 50 papers in national and international publications. He is a certified trainer and a lecturer at the University of Strathclyde UK, for its MBA program on Strategy.

Presently, he is consultant for several multi-national companies in Malaysia for their human resource development and design consultant for geosynthetics engineering.