



NATIONAL INSTITUTE OF
MARKETING OF NIGERIA

Chartered by Act No. 25 of 2003

CENTRE FOR MANAGEMENT DEVELOPMENT

(Training Complex)

CMD Road, Ikosi Ketu, Shangisha, Lagos.

Tel: 07053968899, 08160321503

Website: www.nimn.com.ng

National Institute of Marketing of Nigeria is the statutory body for the regulation and control of marketing practice in Nigeria. The Institute specializes in designing and delivering courses tailored to meet organizations' specific needs and packaged to get results within our clients' specific time frame and budgets. We just don't deliver a training experience, we also ensure that there is a marked behavioral change after the training and the results that are produced from that behaviour can be truly measurable.

The 2017 Courses are designed for marketing practitioners, staffs and corporate drivers in both public and private sectors of the economy to upgrade and refresh their skills to make their organizations to be market-driven.

TRAINING AND DEVELOPMENT COURSES FOR 2017

| Course Title | Target Audience | Course Objectives | Date | Venue | Fee |
|-------------------------------------|--|--|----------------|--|---------|
| Excellent Customer Service Delivery | Suitable for anyone who has responsibility for serving Internal and External Customers including Client Relationship and Commercial Managers, Trade Marketing Managers, Account Managers | At the end of the course participants should be able to:- Understand the elements that drive customer loyalty Understand the dynamics of customer relationship Improved customer-focused behaviour | March 15-16 | Lagos Chamber of Commerce & Industry, (LCCI) Alausa-Ikeja, Lagos | N65,000 |
| Strategic Channel Management | For Regional Sales and Marketing managers, National sales and Trade marketing managers, Market developers, Key account managers, Business development managers, Etc. | At the end of the course participants will be able to:- Identify key issues involved in channel development Understand the different types of channel Determine selection criteria for channel partners Motivate channel partners | April 19-20 | Premier Hotel, Ibadan | N75,000 |
| Digital and Social Media Marketing | For Media Managers, Advertising Managers, Brand Managers, Commercial Managers, Etc. | At the end of the course participants should be able to:- Reach a highly engaged audience Acquire New Sales Leads Improve Customers retention Improve your understanding of how to blend traditional marketing with social media Protect Brands and influence customers to prefer your brands Reduce Marketing overheads through effective use of alternative media platforms. | May 10-11 | Lagos Chamber of Commerce & Industry, (LCCI) Alausa, Ikeja Lagos | N70,000 |

For more information, contact
Abiodun Okunade
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or visit the Institute's website: www.nimn.com.ng

...engine room of Value Creation.

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Sidney Ogodo, fnimn
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TRAINING AND DEVELOPMENT COURSES FOR 2017

| Course Title | Target Audience | Course Objectives | Date | Venue | Fee |
|--|--|---|------------|--|---------|
| Customer Management Conference | For Client Relationship and Key Accounts Managers, Channel Managers, Product and Brand Development Managers, Service Delivery Managers, Consumer Protection Officers, etc. | The course is designed to:- Improve Customer management culture. Re-focus attention on best practice with responsibility of developing and managing the customer which is the reason for business | May 24-25 | Beverly Hills Hotel, GRA, Port-Harcourt | N75,000 |
| Competitors' Intelligence & Consumer Insight | Business Managers, National Sales managers, Marketing & Marketing Research Managers, Commercial Managers Etc. | At the end of the course participants will be able to:- Understand why competitors' intelligence is a veritable tool Know how to go about gathering information on competitors and customers Effectively apply the findings and insights from intelligence gathering | June 28-29 | Continental Suites, Abeokuta, Ogun State | N70,000 |
| Winning Customers Through Experiential Marketing | For Commercial managers, Marketing managers, Account managers, Sales promotion managers, | At the end of the course participants will be able to:- Appreciate the leading trends and best practices reshaping face-to-face marketing. Acquire the necessary Skills, Knowledge and Technical Insights on Experiential Marketing Develop the right mix of direct marketing tools Create outstanding Experiential Marketing Campaigns | July 12-13 | Nevilla Hotels, Kigo Road, Off Constitution Road, Kaduna | N70,000 |
| Customers Driven Marketing Communications & Media Planning | For Advertising Managers, Communication Managers, Marketing Managers, Media Managers | At the end of the course participants will be able to:- Understand the role of Integrated Marketing Communication in the Marketing mix elements Develop an effective communication plan Select and execute appropriate media options | July 26-27 | Rockview Hotel, Abuja | N70,000 |

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|-----------------------------------|---|--|------------|------------------------|---------|
| 2017 Marketing Conference | For members and other marketing/non-marketing practitioners | To discuss how to leverage Marketing to achieve the Nigeria's Vision To proffer ways of imbining a strong marketing culture in order to achieve designed goals To project to the various publics that Marketing is the key Driver to an accelerated growth of the economy. | Aug 23-24 | | N40,000 |
| Brand Management Conference | Customer and Key Account Managers, Channel Managers, Product and Brand Development Managers, Services Delivery Managers, Commercial Managers, Consumer Protection Officers etc. | To understand the dynamics of brands and remain focused on goal achievement To continuously seek new means of competing so as to secure business and market leadership. To enhance brand management skills and competence in planning and plan execution To build personal and team confidence in performing the marketing function | Sept 13-14 | Premier Hotel, Ibadan | N75,000 |
| Tourism and Hospitality Marketing | For owners, consultants and practitioners in Tourism and Hospitality sector. | At the end, participants will be able to: Demonstrate wider understanding of and proficiency in the Tourism and Hospitality industry area. Apply practical knowledge and demonstrate specific competence in the complementary sectors of Tourism and Hospitality sectors. To build personal and team confidence in performing the marketing function Develop and apply personal professional skills to enhance leadership and management skills for the Tourism and Hospitality industry | Sept 27-28 | Orange Resort, Calabar | N70,000 |

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| Supply Chain and Logistics Management | Operations Managers, Warehouse Managers, Purchasing Managers, Stores Managers | At the end of the course participants should be able to possess skills and knowledge to:- Successfully integrate procurement, operations and logistics management Implement the best supply chain design Achieve effective and efficient logistical operations through your market distribution strategy development, implementation and management. Analyze types of power and resolve conflict in your channels Evaluate and select the appropriate channel structure(s) based on cost and profitability. | Oct 11-12 | Randekhi Hotel, Benin | N70,000 |
| Customer Relationship Management | Client Relationship Managers, Commercial Managers, Trade Marketing Managers etc. | At the end of the course the participants should be able to:- Devise strategies for finding, attracting, and winning new customers Nurture and retain existing customers Attract lapsed customers | Oct 18-19 | Imo Concorde Hotel, Owerri | N75,000 |
| Developing Super-Sales Executives | Account Executives, Sales Reps, Sales Officers, Commercial Officers and Business Development Executives. | At the end of the course, participants are expected to:- Gain the skills critical to developing solid business relationships while improving their sales performance Increase their long term effectiveness by becoming knowledgeable business consultants | Nov. 8-9 | Lagos Chamber of Commerce & Industry, (LCCI) Alausa, Ikeja Lagos | N70,000 |
| Sales Territory Planning & Time Management | Sales Representatives, Territory Managers, Retail Trade Managers etc. | At the end of the course, participants should be able to: Improve their territory designing and mapping skills Devise strategies for managing their territories for optimal performance | Nov 22-23 | Conference Hotel, Ijebu Ode | N70,000 |
| Marketing for Public Sector and Not-for-Profit Organisations | For Commercial /Business Development and Marketing Officers in Government Ministries, Parastatals, Agencies, and NGOs | At the end of the course, participants should be able to: Understand the roles marketing plays in organizations Develop Market-Driven Strategies Apply marketing techniques in managing their functions or organizations | Dec. 6-7 | Rockview Hotel, Abuja | N55,000 |

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**THE COURSES BELOW ARE ALSO AVAILABLE EITHER AS IN PLANT COURSES OR OPEN COURSES (LOCAL & INTERNATIONAL).
THE SCHEDULE DATES AND VENUES WILL BE COMMUNICATED APPROPRIATELY THROUGH THE INSTITUTE'S MEDIA PLATFORMS WHEN DETERMINED.**

| Course Title | Target Audience | Synopsis | Fee |
|--|--|---|---------|
| Effective Sales Presentation | For those having responsibility for serving Customers, including Customers and Key Accounts managers. | In today's highly competitive business environment, there is always a need to deliver critical business presentation to selected internal and external audiences. More often than not, most sales opportunities are lost as a result of ineffective presentation. The course is designed to give participants higher awareness and understanding in the areas where their performance can be more effective. | N70,000 |
| Marketing of Financial Services | For practitioners in the financial sectors | Service sector has become a significant segment of today's marketing environment. The course is designed to cover all-important aspects of marketing of financial services | N70,000 |
| Sales Boot Camp | CEOs, Owners, salespersons, New Sales Reps that sell manufactured products, tangible products or intangible services | This Course is designed to deliver core principles and techniques that promote participants' skills for more effective & coachable sales process to handle every buyer-seller interaction with better communication and ease. | N65,000 |
| Contemporary Trends in Marketing Research | Marketing Research Managers/ Executives, Marketing Research Assistants /Marketing Research Officers, Brand and Marketing Executives /Officers, Assistant Brand Managers, Brand and marketing Managers, Marketing Relationship Executives / Managers, Sales and Sales Administration managers, Marketing Planning Managers, Sales and Business Managers in industry, NGOs and MDAs. | This course aims at highlighting the role of marketing research in the marketing management process and in the delivery of marketing objectives in competitive and noncompetitive business in Nigeria. It draws attention to modern research methods, quality control (tools) and more importantly, developing consumer and market insights much needed by marketing management to formulate appropriate winning strategies. The program underscores the fact that there must be clear, definite and visible pay - off from marketing research investments over time. | N75,000 |
| Social and Political Marketing | Elected politicians, staff working in & for political parties, government staff & advisers, council staff & councilors, NGOs & candidates who want to understand how to use marketing to achieve their goals. | This course is about the social relationship between marketing and politics. Social and Political Marketing is the concept of entities and politicians marketing themselves through various marketing methods similar to that of business marketing. The course will discuss unique characteristics as well as evaluate the pitfalls and benefits of specific political marketing techniques. | N85,000 |
| National Workshop on Entrepreneurship and Wealth Creation (Marketing For SMEs) | SMEs, Educational institutions, Ministries, NGOs, Chambers of Commerce and Industry, Nigerian Army Resettlement Banks. Also for retirees and other about to retire members from public and private sectors. | Innovation is the key driver of economic growth. To innovate successfully, we need skilled people who can take ideas and bring them to markets. Ideas abound but the challenge is turning them into viable products and businesses. This Workshop is designed to develop, encourage and nurture more people with entrepreneurial skills who can grow companies quickly and successfully. This programme will be supported with a number of programmes and initiatives that will contribute to this goal. | N50,000 |

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| Course Title | Target Audience | Synopsis | Fee |
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| Contemporary and Competitive Customer Care | Manufacturers, Merchandise companies, Chambers of Commerce and Industry, Cooperatives, Power Distribution Companies, Banks and Finance companies Etc. | Knowing customer care fundamentals; functionalism and its transcendence dynamics do deliver customer care that is solutionist and expressive. What customer care is peculiarly African and Nigerian has left us with unserviceable and inept customer care. Attendance customer care is not realistic; modern and satisfying. Scrambled customer care has been so unfulfilling in Nigeria and Africa. And so what should we have had? | N75,000 |
| Brand Boot Camp | Brand managers who want to tune up their expertise, .Business owners and managers who wish to learn brand building and New marketing team who want to move into brand building functions with a proper | This is an intensive-seminar that provides marketing practitioners an interactive environment that enables in-depth thinking and practical learning on the fundamentals of brand building. It provides a strong brand foundation from product development to customer acquisition to product advocacy. | N70,000 |
| Marketing of Energy Products | For Electricity Discos and other stakeholders in Oil and Gas, Biofuels and other energy products. | This practical programme will provide insights into many areas of strategic importance to Energy retailers, and will deliver the skills and knowledge that create appropriate strategies that will lead participants to achieve success in every sphere of their business responsibilities. | N65,000 |
| Ethical Marketing of Pharmaceutical products | For producers & marketers of pharmaceuticals | The pharmaceutical industry is a highly competitive business, after launching the drug the company success is dependent on the sales and marketing of each drug. The Implementation of good marketing practices by pharmaceutical sales representative demonstrates their adoption of ethical practices and transparency in their operation. | N60,000 |
| Retirement Enterprise and Marketing | Retirees and Nominee retirees, Manpower Planners, Public Sector policy makers, Pension Custodians and Administrators, Banks, Etc. | Retirees in Nigeria are often treated as apococate, compared to euphonic perspective of treating retirees in progressive Industrialized countries. Worst still fifteen to more years of post-retirement at sixty years of age or earlier, are not used for completing fulfillments of their last years, leading in some cases to desperation and early death. How can retirees be more fulfilled working out more achievements for their remaining life span? | N65,000 |

N.B:

1. The Courses, scheduled dates and venues as listed above are subject to changes
2. Pre-registration is required for all courses and this must be done at least two (2) weeks before the hosting date of any local course
3. Attendance of courses by members is needed for purposes of upgrading, awards and recognition
4. To pre-register for any of the courses, please contact: 'Biodun on 08033215615; Ayo: 07058479138; Wale: 08036706491 or Salmon:08067924236.
5. You may also visit the Institute's website: www.nimn.com.ng for further details.

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