

## CORPORATE OFFICE

MARKETING HOUSE  
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NATIONAL INSTITUTE OF  
MARKETING OF NIGERIA

Chartered by Act No. 25 of 2003

**NIMN**

...Creating Value

## 2017 – 2018 TRAINING CALENDAR

The National Institute of Marketing of Nigeria is the professional body of marketers and it is empowered by ACT No. 25 of 2003 to develop control, promote, and regulate the practice of Marketing in Nigeria. The Institute's mission statement is to create enduring value for all stakeholders through the development, promotion and application of world class marketing professionalism.

Thus, the 2017/2018 Learning and development Calendar is designed to upgrade, update and refresh the skills and knowledge of members and non-members alike; both in the private and public sectors of the Nigerian economy and who are practicing Marketing in diverse fields such as Brand/Product Management, Marketing Management, Customer Management, Sales Management, Territory Planning and Management, Strategic Marketing Management, Marketing Planning, Channel Management, Market Development, Customer Development, Marketing Research, New Product Development, Marketing Communication and Marketing Innovation.

### OPEN TRAINING PROGRAMMES

S/N	COURSE TITLE	TARGET AUDIENCE	DURATION	FEE	COURSE DATES	VENUE
1	Marketing 2.0. - Acquiring Basic Marketing Skills	Marketing Officers, Commercial Officers, Client Service Executives, Customer	2 Days	N75,000	November 22-23, 2017 February 7-8, 2018 April 11-12, 2018 June 20-21, 2018	Lagos Port-Harcourt Lagos Abuja



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engine room of value creation

S/N	COURSE TITLE	TARGET AUDIENCE	DURATION	FEE	COURSE DATES	VENUE
2	Getting the Customer to Buy: The Psychology of Selling	Sales Representatives, Sales Officers, Commercial Officers, Marketing Executives	2 Days	N75,000	November 28-29, 2017 March 14-15, 2018 May 16-17, 2018 June 6-7, 2018 October 3-4, 2018	Lagos Owerri Lagos Port-harcourt Lagos
3	Developing Super Sales Executives	Sales Representatives, Sales Officers, Commercial Officers, Market Developers, Marketing Executives	2 Days	N75,000	December 5-6, 2017 February 7-8, 2016 April 11-12, 2018 June 13-14, 2018 August 22-23, 2018	Lagos Ibadan Lagos Abuja Owerri
4	Strategic Marketing Management	Marketing Managers, Brand Managers, Account Managers, Commercials	2 Days	N85,000	February 21-22, 2018 May 9-10, 2018 July 18-19, 2018	Lagos Port-harcourt Lagos
5	Make Your Customers your Evangelists with Excellent Customer Service	Customers Relationship Executives, Client Service Executives, Account Executives Business Development Executives	2 Days	N75,000	March 21-22, 2018 May 23-24, 2018 July 18-19, 2018 October 10-11, 2018 November 7-8, 2018	Lagos Abuja Lagos Lagos Owerri



S/N	COURSE TITLE	TARGET AUDIENCE	DURATION	FEE	COURSE DATES	VENUE
6	Sales territory Planning and Management	Sales Representatives, Territory Managers, Market Developers, Retail	2 Days	N75,000	February 21-22, 2018 April 4-5, 2018 June 21-22, 2018 September 12-13, 2018	Abeokuta Lagos Port-harcourt Lagos
7	Customer Relationship Management	Business Development Managers, Account Managers, Customer Relationship Managers, Client	2 Days	N85,000	March 7-8, 2018 May 30-31, 2018 August 15-16, 2018 October 10-11, 2018	Lagos Abuja Lagos Ibadan
8	Building Brand Equity	Brand Managers, Product Managers, Marketing Executives, Commercial	2 Days	N75,000	March 14-15, 2018 June 6-7, 2018 August 22-23, 2018	Lagos Port-harcourt Lagos
9	Compelling Channel Management	Market Developers, Channel Managers, Trade Marketing Managers, Territory Managers, Regional	2 Days	N85,000	February 21-22, 2018 April 25-26, 2018 July 18-19, 2018 September 12-13, 2018	Lagos Owerri Abuja Lagos



S/N	COURSE TITLE	TARGET AUDIENCE	DURATION	FEE	COURSE DATES	VENUE
10	Advanced Digital Marketing	Media Managers, Online Marketing Strategists, Digital Marketers	2 Days	N75,000	April 18-19, 2018 August 1-2, 2018	Lagos Lagos
11	Customer Acquisition and Retention	Customer Relationship Officers, Business Development Managers, Trade Marketing Managers	2 Days	N75,000	April 11-12, 2018 June 6-7, 2018 August 1-2, 2018 November 14-15, 2018	Port-harcourt Lagos Abuja Lagos
12	Competitive Intelligence and Customer Insight	Brand Managers, Business Managers, Marketing	2 Days	N75,000	June 20-21, 2018 September 26-27, 2018	Lagos Lagos
13	Brand Touch Points	Brands Managers, Product Managers, Marketing Executives	2 Days	N75,000	April 18-19, 2018 July 25-26, 2018	Lagos Lagos
14	CIRM 2.0. - Successful CRM in a Connected World - Social CRM	Customer Relationship Managers, Retail Trade Managers, Trade Marketing	2 Days	N75,000	March 14-15, 2018 September 5-6, 2018	Port-Harcourt Lagos



S/N	COURSE TITLE	TARGET AUDIENCE	DURATION	FEE	COURSE DATES	VENUE
15	Contemporary Trends in Marketing Research	Customer Relationship Officers, Marketing Officers, Client Service Executives, Brand Managers, Marketing Research	2 Days	N75,000	April 25-26, 2018 June 27-28, 2018 August 29-30, 2018 October 17-18,	Lagos Owerri Lagos Abuja
16	Marketing Skills for Public Sector and Not-for-Profit Organizations	Commercial Officers, Marketing Officers, Business Managers, In MDAS and NGOS	2 Days	N75,000	March 28-29, 2018 June 27-28, 2018 August 22-23, 2018 October 3-4, 2018 December 5-6, 2018	Lagos Port-Harcourt Abuja Lagos Owerri
17	Key Account Management: Planning and Strategy	Commercial Managers, Trade Marketing Managers, Account Managers, Customer Relationship Managers	2 Days	N85,000	March 28-29, 2018 May 23-24, 2018 August 1-2, 2018 November 7-8, 2018	Lagos Owerri Lagos Port-Harcourt



S/N	COURSE TITLE	TARGET AUDIENCE	DURATION	FEE	COURSE DATES	VENUE
18	Marketing of Financial Services	Marketing Executives, Business Development Executives in Financial and non-Financial Institutions	2 Days	N75,000	March 7-8, 2018 May 30-31, 2018 July 18-19, 2018 August 8-9, 2018 November 22-23, 2018	Lagos Uyo Abeokuta Abuja Lagos

#### N.B

1. The courses, scheduled dates and venues as listed above are subject to change
2. Pre-registration and complete payment of course fees are required to confirm participation in any of the courses. Confirmation must be received not later than three (3) weeks to the scheduled course.
3. For further information on the course details, you may contact Wale on 08036706491 or Sade on 08032304244.
4. Any of the courses can also be organized as in-plant for interested organizations

**Mr. Sidney Ogodo, FNIMN**  
Registrar - 08037193394

