

NATIONAL INSTITUTE OF MARKETING OF NIGERIA - 2022 LEARNING AND DEVELOPMENT CALENDAR

Register For Any of These Courses On The Insitute Website: www.nimn.com.ng/training

| | | | | COURSE FEE | | |
|----------|-------------|-----------------------------------|---|---------------|---|---|
| MONTH | DATE | FOCUS | TOPIC | DELIVERY MODE | MEMBERS | NON-MEMBERS |
| JANUARY | JANUARY 11 | MARKETING | Economic outlook 2022: Budget discussion for C-suite Executives and Corporate leaders. | HYBRID | N10,000 (VIRTUAL) N20,000 (PHYSICAL) | N15,000 (VIRTUAL) N25,000 (PHYSICAL) |
| | JANUARY 25 | PERSONAL DEVELOPMENT | Personal Financial Planning and Investment Opportunities in Nigeria. | VIRTUAL | N5,000 | N10,000 |
| FEBRUARY | FEBRUARY 16 | MARKETING | Building a High-performance Sales organization: Handling difficult customers. | VIRTUAL | N10,000 | N15,000 |
| | FEBRUARY 22 | MARKETING | How to Manage Difficult Sales Processes: Budgeting, Variance Analysis, Product/territory. | VIRTUAL | N10,000 | N15,000 |
| MARCH | MARCH 1 | MARKETING <i>(**MANDATORY)</i> | Fintech Evolution and the future of financial services in Nigeria. | VIRTUAL | N10,000 | N15,000 |
| | MARCH 15 | PERSONAL DEVELOPMENT | Emotional Intelligence and Wellbeing: Finding that Balance (The Wheel of Life). | VIRTUAL | N10,000 | N15,000 |
| | MARCH 24-25 | EXPERIENCE SHARING | Breaking the Glass Ceiling: Tips for rising in the Corporate World. | PHYSICAL | N20,000 | N25,000 |

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|-------|----------|------------------------------------|---|---------------|---|---|
| | | | | | MEMBERS | NON-MEMBERS |
| APRIL | APRIL 5 | MARKETING | Masterclass for Real Estate Marketing professionals; (investment opportunities). | VIRTUAL | N10,000 | N15,000 |
| | April 19 | PERSONAL DEVELOPMENT | Confidence Building: The key skill of a leader. | VIRTUAL | N10,000 | N15,000 |
| MAY | MAY 6 | MARKETING | Brand Crisis Management: Managing a celebrity brand. | VIRTUAL | N10,000 | N15,000 |
| | May 27 | PERSONAL DEVELOPMENT | Transitioning Out of a Corporate Relationship: Understanding workplace life cycle. When to say Good-bye to a job with an exit plan. | VIRTUAL | N10,000 | N15,000 |
| JUNE | JUNE 7 | MARKETING | Mastering new technologies for customers connection and business growth. | VIRTUAL | N10,000 | N15,000 |
| | JUNE 21 | PERSONAL DEVELOPMENT (**MANDATORY) | Networking and NetWeaving; The worth of your social capital. | VIRTUAL | N10,000 | N15,000 |
| | JUNE 30 | EXPERIENCE SHARING | Building a Sustainable Career. | HYBRID | N10,000 (VIRTUAL) N20,000 (PHYSICAL) | N15,000 (VIRTUAL) N25,000 (PHYSICAL) |

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| JULY | JULY 5 | MARKETING | Understanding your customers Negotiation Skills: Strategies for closing out effectively. | VIRTUAL | N10,000 | N15,000 |
| | July 19 | PERSONAL DEVELOPMENT | Paying it Forward: Your Digital Visibility, Footprint, and Capital. | VIRTUAL | N10,000 | N15,000 |
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| AUGUST | AUGUST 2 | MARKETING | Managing Supply Chain Disruptions. | VIRTUAL | N10,000 | N15,000 |
| | AUGUST 16 | PERSONAL DEVELOPMENT | Becoming an MVP: Deal with the imposter syndrome. | VIRTUAL | N10,000 | N15,000 |
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| SEPTEMBER | SEPTEMBER 6 | MARKETING | Sports Marketing: Embracing a new Niche and discovering opportunities. | VIRTUAL | N10,000 | N15,000 |
| | SEPTEMBER 20 | PERSONAL DEVELOPMENT | Healthy Living and Longevity: Love your Job: Love Your Life. | VIRTUAL | N10,000 | N15,000 |
| | SEPTEMBER 30 | EXPERIENCE SHARING | Milk and Beer are one and same product. | VIRTUAL | N10,000 | N15,000 |

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| OCTOBER | OCTOBER 4 | MARKETING (**MANDATORY) | Developing a customer centric mindset through writing an effective user story. | VIRTUAL | N10,000 | N15,000 |
| | OCTOBER 18 | PERSONAL DEVELOPMENT | Developing effective public speaking Skills. | VIRTUAL | N10,000 | N15,000 |
| NOVEMBER | NOVEMBER 8 | MARKETING | Understanding and Overcoming the Challenges of Marketing an NGO. | VIRTUAL | N10,000 | N15,000 |
| | NOVEMBER 22 | PERSONAL DEVELOPMENT | Why you need a Sponsor. Reverse Mentoring: Feedback from Associates and Members on NIMN aided Career Growth in 2022. | VIRTUAL | N10,000 | N15,000 |
| DECEMBER | DECEMBER 6 | MARKETING | Mentees Journey: Call to action and Project Presentation. | VIRTUAL | N10,000 | N15,000 |