



INSTITUTE OF MARKETING MALAYSIA

MARKET-LED APPROACH TO MARKETING ONE-Day Programme

Date : 12 February 2007 (Monday)
Time : 9.00 am - 5.00 pm
Venue: Singgahsana Hotel, Petaling Jaya



Shanti Subramaniam

SPEAKER'S PROFILE

Shanti Subramaniam holds a Bachelor of Management (Marketing) from Universiti Sains Malaysia, Masters in Marketing from the University of Newcastle, Australia. In addition to that she has pursued the Graduate Certificate in Tertiary Teaching from the University of Tasmania, Australia and Certificate IV in Assessment and Workplace Training from University of Ballarat, Australia. She is currently a member of CIM U.K., Malaysian Institute of Management, Women's Institute of Management, as well as a Council Member of the Institute of Marketing Malaysia.

ABOUT THE PROGRAMME

- Objective** : To show how new competitive ideas can be generated by looking at customers, competitors and other market factors, helping organisations or individual entrepreneurs to develop higher level of innovativeness in marketing.
- Programme Outline** :
- SESSION 1 : INTRODUCTION**
 - Marketing: A quick glance
 - The Evolving Facets of marketing
 - SESSION 2 : MARKET-LED APPROACH TO MARKETING**
 - What is Market-Led Approach to Marketing?
 - The core elements of a market-led organization
 - The organization implications of developing market-led orientation
 - The marketing implications of adopting market-led orientation
 - SESSION 3 : DEVELOPING MARKET KNOWLEDGE**
 - Defining markets
 - Key factors in analyzing market / customers / competitors
 - SESSION 4 : MARKET-LED MARKETING**
 - Linking market knowledge to innovations in marketing
 - Market-led segmentation / positioning / marketing mix
- Who Should Attend?** : **ANYONE** who wants to enhance their marketing knowledge and willing to invest **ONE** day to do so.
- Course Fees** : **RM 300 per person (IMM Members); RM 350 per person (Non-IMM Members)**
Inclusive of refreshments, lunch and seminar / presentation materials
- Certificate of Attendance** : **A Certificate of Attendance will be awarded by IMM to all participants.**

TO REGISTER * Call (603) 7874 3089 * Fax (603) 7876 3726 * Email info@imm.org.my



INSTITUTE OF MARKETING MALAYSIA

REGISTRATION FORM

Please complete and send together with remittance to:

Institute of Marketing Malaysia
1G-1st Floor, Bangunan SKPPK, Jalan SS9A/17
47300 Petaling Jaya, Selangor.
Fax: (03)7876 3726

Please register the following participant(s) for the Market-Led Approach to Marketing ONE-Day Programme on 12 February 2007.

No.	Name	Designation
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

Enclosed is a Cheque/Bank draft No. _____ for RM _____ as payment for _____ participant(s) made in favour of INSTITUTE OF MARKETING MALAYSIA.

Contact Person :

Name : _____

Designation : _____

Organisation : _____

Address : _____

Tel: _____, Fax : _____, Email: _____

IMM Membership No.: _____

** All registration MUST be accompanied with payment.*

** No cancellation is allowed but a replacement delegate may be sent.*

**Institute of Marketing Malaysia reserves the right to cancel this seminar due to unforeseen circumstances.*

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