



Training Course Information Form

Course Information

Course Name	Port Services Marketing		
Institute/Centre:	Port Training Institute	Course Code:	L17
Course Language:	<input type="checkbox"/> English <input type="checkbox"/> Arabic	<input checked="" type="checkbox"/> Both	<input type="checkbox"/> Other
Type:	<input checked="" type="checkbox"/> Program <input type="checkbox"/> Course	<input type="checkbox"/> Workshop	
Course Duration:	<input checked="" type="checkbox"/> 5 Days <input type="checkbox"/> 3 Days	<input type="checkbox"/> 1 Days	<input type="checkbox"/> Other
Course Conducted:	<input checked="" type="checkbox"/> Local <input type="checkbox"/> International	Indicate: A.R.E	
Course Venue:	Anywhere		
Course Language:	<input type="checkbox"/> English <input type="checkbox"/> Arabic	<input checked="" type="checkbox"/> Both	<input type="checkbox"/> Other

Course Description

Course Outlines:

1. Defining the marketing function - marketing mix - the concept of market segmentation.
2. Explore the market - services pricing.
3. Consumer awareness – port's image.
4. Selling port services.

Course Objectives:

- Full understanding of port market and its difference from other markets.
- Identifying the port objectives, organization, operation and the role of port representatives and market analysis.
- Handling marketing tools to achieve successful port marketing.

Course Includes: Theoretical Fire Training Module Laboratory
 Workshop Site Visit

Course Prerequisites: None

Who Should Attend: Middle and top management managers in all areas of the port as well as members of the port marketing and sales personnel

No. of Participants/Course: 5-10 10-15 15-20 Other

Qualifications of Participants:

- Average as a Minimum

No. of Lecturer: 1 2 5

No. of Assistance: 1 2 3

Course Facilities

- White Board V. Projector Data Show PC Manual
 Books Handouts Flip Charts S/W Other

Course Evaluation

- Written Examination Written Report(s) Oral Presentation Attendance
 Delegates Participation

Certificate Issue:

- Local Premises AASTMT International

Course Registration

- Admission and Registration

Department at the Port

Registration:

Training Institute

Online

Other

Beside gate No. 27 - Outside

Customs area, Alexandria Port

Documents Required:

Registration form

ID/Passport Copy

Photo