



Training Course Information Form

Course Information

Course Name: Marketing Management Skills

Institute/Centre: Port Training Institute **Course Code:** M15

Type: Program Course Workshop

Course Duration: 5 Days 3 Days 1 Days Other

Course Conducted: Local International **Indicate:** A.R.E

Course Venue: Anywhere

Course Language: English Arabic Both Other

Course Description

Course Outlines:

1. Principles and concepts of marketing objectives and marketing activity.
2. Marketing research.
3. Logistics concepts and their relationship for marketing of activity.
4. Concepts and the role of multimodal transport in the revitalization of maritime transport.
5. Services, marketing strategies and pricing policies.

Course Objectives:

- Develop the skills of participants by providing them with modern methods and concepts for various marketing activities, especially in the shipping industry.
- Create cadres able to practice with organizations catalog shipping particular activity to carry the burdens of this activity in the open market conditions.

Course Includes: Theoretical Fire Training Module Laboratory
 Workshop Site Visit

Course Prerequisites: Not Required

Who Should Attend: Marketing and Advertising

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

Qualifications of Participants:

- Average 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