



Training Course Information Form

Course Information

Course Name: **Electronic Marketing**

Institute/Centre: Port Training Institute **Course Code:** M16

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. Integrated model for strategic planning..
2. Determine the strategic positions for:
 - Shipping industry and its impact on global sea ports.
 - Identification and evaluation of strategic options.
 - Develop a strategy
3. Translate the strategic plans of action.
4. Restructuring of the organization.

Course Objectives:

- Introduce participants to the difference between e-marketing and traditional marketing and skills required for e-marketing..

Course Includes: Theoretical Fire Training Module Laboratory
 Workshop Site Visit

Course Prerequisites: Develop the skills of managers departments

Who Should Attend: All departments

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

Qualifications of Participants:

- Collage Certificates

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