

PR, Marketing & Customer Service Training Courses

Course Name	Code
Customer Focused Management	477
Strategic Sales Planning and Territory Management	356
Developing & Implementing Strategic Marketing Plans	341
Sales and Operations Planning and Integrating the Business	234
Marketing Professional	196
Public Relations & Corporate Communications (Professional Public Relations Officer)	190
Protocol & Event Management (Professional Event Specialist)	184
Value Based Selling: Overcoming Price Objections	195
Customer Service Professional	186
Power Selling	187
Beyond Customer Service: Building a Customer Centric Organisation	189
The Customer Service & Public Relations Masterclass	352
Customer Service Excellence	354
Strategic Communications and PR Programme	486
Public Relations and Media Skills	183
The Sales & Marketing Management MBA	199
Professional Public Relations Specialist	478
The Strategic Marketing Plan	192
Building Customer Service Organization	763



الجودة الأوروبية
EUROPEAN QUALITY

Event management and Protocols	653
Market Analysis Competitive Intelligence & Benchmarking	339
Media Management in Crisis Communications	71
New Product Launch Using Marketing Communication: Proven Strategies and Techniques	188
Key Account Management: Establishing Profitable Customer Relationships	191
Implementing and Managing a Customer Complaints System	193
Hospitality Events and Conferences Management	194
Planning and Managing PR Campaigns MBA	197
Advanced Public Relations	198
Sales & Marketing Strategies	226
Customer Service Mindset	336
Measuring Marketing Effectiveness & ROI	337
Marketing Channels Distribution Channel Management	338
Key Accounts Management & Client Development	340
Achieving Excellence in Customer	342
Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)	353
Advanced Customer Service Management	355
Sales Professional	357
Corporate Communication for Executives	488
Social Media Marketing and Networking	608
Corporate Social Responsibility	607
Communication for PR Professional	616
Leadership for PR Professional	617

Mastering Public Relations & Communications Practice	620
Focusing on Customers	890
Customer Service Performance Professional Certification Preparation Course	936
Communication and Relationship Management Skills	891
Field Skills for Public Relations Employees	900
Presentation Skills and Public Speaking	924