



الجمودة الأوروبية
EUROPEAN QUALITY

PR, Marketing & Customer Service Training Courses

Course Name	Code
The Customer Service & Public Relations Masterclass	352
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
Media Management in Crisis Communications	71
Value Based Selling: Overcoming Price Objections	195
Planning and Managing PR Campaigns MBA	197
Customer Service Mindset	336
Marketing Channels Distribution Channel Management	338
Advanced Customer Service Management	355
Social Media Marketing and Networking	608
Communication for PR Professional	616
Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)	353
Hospitality Events and Conferences Management	194



الجودة الأوروبية
EUROPEAN QUALITY

Event management and Protocols	653
Customer Service Excellence	354
Leadership for PR Professional	617
Public Relations and Media Skills	183
Power Selling	187
Key Account Management: Establishing Profitable Customer Relationships	191
The Strategic Marketing Plan	192
Implementing and Managing a Customer Complaints System	193
Advanced Public Relations	198
The Sales & Marketing Management MBA	199
Sales & Marketing Strategies	226
Measuring Marketing Effectiveness & ROI	337
Market Analysis Competitive Intelligence & Benchmarking	339
Key Accounts Management & Client Development	340
Achieving Excellence in Customer	342
Sales Professional	357
New Product Launch Using Marketing Communication: Proven Strategies and Techniques	188
Professional Public Relations Specialist	478
Strategic Communications and PR Programme	486
Corporate Communication for Executives	488
Corporate Social Responsibility	607
Mastering Public Relations & Communications Practice	620
Customer Service Performance Professional Certification Preparation Course	936



الجودة الأوروبية
EUROPEAN QUALITY

Building Customer Service Organization	763
Focusing on Customers	890
Communication and Relationship Management Skills	891
Field Skills for Public Relations Employees	900
Presentation Skills and Public Speaking	924
Innovative Advertising and Strategic Planning for Impactful Media Campaigns	1056
Developing Expertise in International Protocol, Diplomatic Relations & Statecraft	996
Customer Service Professional	186
Beyond Customer Service: Building a Customer Centric Organisation	189
International Public Relations and Its Policies	994
Advanced Sales & Market Analysis	1017