

PR, Marketing & Customer Service Training Courses

Course Name	Code
Professional Public Relations Specialist	478
Sales Professional	357
Achieving Excellence in Customer	342
Customer Service Mindset	336
Value Based Selling: Overcoming Price Objections	195
Key Account Management: Establishing Profitable Customer Relationships	191
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Public Relations & Corporate Communications (Professional Public Relations Officer)	190
Implementing and Managing a Customer Complaints System	193
Advanced Public Relations	198
Sales and Operations Planning and Integrating the Business	234
Measuring Marketing Effectiveness & ROI	337
Market Analysis Competitive Intelligence & Benchmarking	339
Developing & Implementing Strategic Marketing Plans	341
Leadership for PR Professional	617
Mastering Public Relations & Communications Practice	620
Media Management in Crisis Communications	71
Planning and Managing PR Campaigns MBA	197
Power Selling	187



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Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)	353
Corporate Social Responsibility	607
Public Relations and Media Skills	183
Protocol & Event Management (Professional Event Specialist)	184
New Product Launch Using Marketing Communication: Proven Strategies and Techniques	188
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Sales & Marketing Strategies	226
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Advanced Customer Service Management	355
Strategic Sales Planning and Territory Management	356
Customer Focused Management	477
Strategic Communications and PR Programme	486
Corporate Communication for Executives	488
Social Media Marketing and Networking	608
Communication for PR Professional	616
Customer Service Performance Professional Certification Preparation Course	936
Event management and Protocols	653
Building Customer Service Organization	763
Focusing on Customers	890



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Communication and Relationship Management Skills	891
Field Skills for Public Relations Employees	900
Presentation Skills and Public Speaking	924
The Customer Service & Public Relations Masterclass	352
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The Sales & Marketing Management MBA	199
Beyond Customer Service: Building a Customer Centric Organisation	189