



الجودة الأوروبية
EUROPEAN QUALITY

PR, Marketing & Customer Service Training Courses

Course Name	Code
The Customer Service & Public Relations Masterclass	352
The Sales & Marketing Management MBA	199
Key Account Management: Establishing Profitable Customer Relationships	191
Hospitality Events and Conferences Management	194
Communication and Relationship Management Skills	891
Presentation Skills and Public Speaking	924
Media Management in Crisis Communications	71
Protocol & Event Management (Professional Event Specialist)	184
Power Selling	187
New Product Launch Using Marketing Communication: Proven Strategies and Techniques	188
Beyond Customer Service: Building a Customer Centric Organisation	189
The Strategic Marketing Plan	192
Value Based Selling: Overcoming Price Objections	195
Marketing Professional	196
Planning and Managing PR Campaigns MBA	197
Advanced Public Relations	198
Sales & Marketing Strategies	226
Sales and Operations Planning and Integrating the Business	234
Customer Service Mindset	336



الجودة الأوروبية
EUROPEAN QUALITY

Measuring Marketing Effectiveness & ROI	337
Marketing Channels Distribution Channel Management	338
Developing & Implementing Strategic Marketing Plans	341
Achieving Excellence in Customer	342
Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)	353
Customer Service Excellence	354
Advanced Customer Service Management	355
Strategic Sales Planning and Territory Management	356
Sales Professional	357
Professional Public Relations Specialist	478
Strategic communications and PR Programme	486
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
Market Analysis Competitive Intelligence & Benchmarking	339
Customer Service Performance Professional Certification Preparation Course	936
Event management and Protocols	653
Implementing and Managing a Customer Complaints System	193
Key Accounts Management & Client Development	340
Building Customer Service Organization	763



الجودة الأوروبية
EUROPEAN QUALITY

Focusing on Customers	890
Field Skills for Public Relations Employees	900
Public Relations and Media Skills	183
Customer Focused Management	477
Customer Service Professional	186
Public Relations & Corporate Communications (Professional Public Relations Officer)	190