

# PR, Marketing & Customer Service Training Courses

Course Name	Code
Strategic Communications and PR Programme	486
Advanced Customer Service Management	355
Market Analysis Competitive Intelligence & Benchmarking	339
Sales & Marketing Strategies	226
Advanced Public Relations	198
Hospitality Events and Conferences Management	194
Beyond Customer Service: Building a Customer Centric Organisation	189
Public Relations and Media Skills	183
Media Management in Crisis Communications	71
New Product Launch Using Marketing Communication: Proven Strategies and Techniques	188
Customer Service Professional	186
Power Selling	187
Planning and Managing PR Campaigns MBA	197
Marketing Channels Distribution Channel Management	338
Developing & Implementing Strategic Marketing Plans	341
Achieving Excellence in Customer	342
The Customer Service & Public Relations Masterclass	352
Customer Service Excellence	354
Customer Focused Management	477



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Event management and Protocols	653
Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)	353
Value Based Selling: Overcoming Price Objections	195
Customer Service Mindset	336
Measuring Marketing Effectiveness & ROI	337
Key Accounts Management & Client Development	340
Corporate Social Responsibility	607
Key Account Management: Establishing Profitable Customer Relationships	191
The Strategic Marketing Plan	192
Presentation Skills and Public Speaking	924
The Sales & Marketing Management MBA	199
Customer Service Performance Professional Certification Preparation Course	936
Protocol & Event Management (Professional Event Specialist)	184
Public Relations & Corporate Communications (Professional Public Relations Officer)	190
Implementing and Managing a Customer Complaints System	193
Marketing Professional	196
Sales and Operations Planning and Integrating the Business	234
Strategic Sales Planning and Territory Management	356
Sales Professional	357
Professional Public Relations Specialist	478
Corporate Communication for Executives	488
Social Media Marketing and Networking	608



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Communication for PR Professional	616
Leadership for PR Professional	617
Mastering Public Relations & Communications Practice	620
Focusing on Customers	890
Communication and Relationship Management Skills	891
Field Skills for Public Relations Employees	900
International Public Relations and Its Policies	994
Building Customer Service Organization	763
Developing Expertise in International Protocol, Diplomatic Relations & Statecraft	996