

# PR, Marketing & Customer Service Training Courses

Course Name	Code
The Strategic Marketing Plan	192
Customer Focused Management	477
Corporate Communication for Executives	488
Sales Professional	357
Strategic Sales Planning and Territory Management	356
Customer Service Excellence	354
Developing & Implementing Strategic Marketing Plans	341
Marketing Channels Distribution Channel Management	338
Customer Service Mindset	336
Sales and Operations Planning and Integrating the Business	234
Sales & Marketing Strategies	226
Advanced Public Relations	198
Value Based Selling: Overcoming Price Objections	195
Key Account Management: Establishing Profitable Customer Relationships	191
Public Relations & Corporate Communications (Professional Public Relations Officer)	190
New Product Launch Using Marketing Communication: Proven Strategies and Techniques	188
Customer Service Professional	186
Planning and Managing PR Campaigns MBA	197



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Mastering Public Relations & Communications Practice	620
Event management and Protocols	653
Beyond Customer Service: Building a Customer Centric Organisation	189
Market Analysis Competitive Intelligence & Benchmarking	339
Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)	353
Advanced Customer Service Management	355
Professional Public Relations Specialist	478
Social Media Marketing and Networking	608
Leadership for PR Professional	617
Building Customer Service Organization	763
International Public Relations and Its Policies	994
Media Management in Crisis Communications	71
Public Relations and Media Skills	183
Protocol & Event Management (Professional Event Specialist)	184
Power Selling	187
Implementing and Managing a Customer Complaints System	193
Hospitality Events and Conferences Management	194
Marketing Professional	196
The Sales & Marketing Management MBA	199
Measuring Marketing Effectiveness & ROI	337
Key Accounts Management & Client Development	340
The Customer Service & Public Relations Masterclass	352
Strategic Communications and PR Programme	486



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Corporate Social Responsibility	607
Communication for PR Professional	616
Customer Service Performance Professional Certification Preparation Course	936
Focusing on Customers	890
Communication and Relationship Management Skills	891
Field Skills for Public Relations Employees	900
Achieving Excellence in Customer	342
Presentation Skills and Public Speaking	924
Developing Expertise in International Protocol, Diplomatic Relations & Statecraft	996
Advanced Sales & Market Analysis	1017