



Professional Development Centre advances the purpose of professionalism by deepening the participant's ability to improve performance and effectiveness. We deliver management and technology skills to increase productivity. Our programs promote creativity and provide tools for managers to produce durable and demonstrable impact. In short, we'll show you results. www.case.edu.pk

Sales & Marketing Diploma

The roll out of this program is spread over twelve weeks with two sessions each week. A total of 24 sessions are designed to complete 72 contact hours.



Marketing and Sales Management is about aligning the firm's marketing and sales activities to stay competitive and profitable in business. This program prepares participants to manage marketing process and to handle complex challenges in competitive environment.

The program includes sessions on marketing and sales that cover practical aspects. The objective of this program is to provide marketing and sales knowledge, skills, and competencies to participants to enable them to improve their productivity, efficiency, effectiveness and overall performance through increase in sales.



Consulting Group

brings together seasoned professionals who employ result-oriented, proven techniques to deliver training workshops that deliver experiential learning. As leaders in strategic management, human resource development, capacity building, and organization development we ensure that all programs are developed in line with current global management thinking and trends. www.arkconsulting.pk

Contents of the Program

- Core Fundamentals of Sales & Marketing
- Sales & Marketing Architecture (Processes & Support Systems)
- Developing & Executing Sales & Marketing Plans
- Selling vs. Sales Management Techniques & Practices
- Managing & Marketing a Product vs. Brand
- Sales & Marketing Issues/Challenges & Strategies in Dynamic Business Environment

Who Should Attend?

- Sales & Marketing Professionals
- Entrepreneurs
- Directors/Managers/Executives
- Advertisers/Market Researchers
- Practitioners/Consultants
- Business Development Professionals

Total Investment

Rs. 38,000 per participant.
Includes class room training, course material, refreshments, and completion certificate.

Program starts in the second week of February 2010



For Details & Registration Contact
CASE Professional Development Center

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