



# IMPROVING MARKETING SKILLS

**1 March 11-12, 2026 (Wednesday-Thursday)**

**8.45 am – 5.00 pm** **FMM Institute, Perak**

In today's competitive and dynamic business environment, marketing plays a crucial role in driving business growth, enhancing brand reputation, and achieving customer loyalty. This two-day intensive training programme is designed to strengthen participants' understanding of key marketing principles, strategic analysis, and hands-on techniques for improving marketing performance. Through case studies, interactive discussions, and group exercises, participants will explore how to identify market opportunities, analyse customer behaviour, create effective value propositions, and develop impactful marketing strategies. The programme also integrates digital marketing insights, communication strategies, and measurement tools to help participants plan, execute, and evaluate successful marketing campaigns.

## OBJECTIVES

- Understand the fundamentals and principles of effective marketing.
- Analyse customer behaviour, market trends, and competitive environments.
- Develop strategic marketing plans aligned with business goals.
- Create compelling value propositions and brand positioning strategies.
- Implement integrated marketing campaigns using traditional and digital tools.
- Enhance communication and engagement with target audiences.
- Evaluate marketing effectiveness using measurable performance indicators.

## LEARNING OUTCOME

Upon completion of this course, participants will be able to:

- Apply marketing theories and frameworks to develop effective marketing strategies.
- Conduct comprehensive market and customer analysis to identify business opportunities.
- Design and implement integrated marketing campaigns across multiple platforms.
- Create strong brand value propositions and enhance organisational branding efforts.
- Utilise digital marketing tools to increase customer reach and engagement.
- Measure and analyse marketing performance using key metrics and KPIs.
- Demonstrate improved confidence and strategic thinking in marketing decision-making.

## TRAINER



**MR. TEH BENG SOO** has 38 years of experience across diverse industries. He has professional certifications that underscore his commitment to excellence in various domains. He is certified as HRD Corp trainer, showing his proficiency in developing and delivering high-impact training programs endorsed by HRD Corp.

**MR. TEH BENG SOO** has acquired profound knowledge through participation in diverse training programs, encompassing areas such as Training Needs Analysis and Evaluating Training Effectiveness, underlining his expertise in optimizing learning interventions to meet organizational objectives. His deep engagement with quality management systems is evident through specialised courses such as IATF 16949:2016 Automation QMS Awareness, Automotive Quality Management Systems Requirements Training Course, and ISO 9001 Management Awareness Training, reflecting his proficiency in driving excellence and adherence to international standards.

Additionally, his commitment to corporate social responsibility and ethical business practices is highlighted through training in Responsible Business Alliance (Version 6.0) Compliance and Implementation Training and FSC Chain of Custody Management Awareness training. His diverse background speaks to his multifaceted expertise, equipping him with a nuanced understanding of critical organisational facets spanning quality assurance, occupational health and safety, environmental sustainability, and corporate social responsibility. This breadth of knowledge highlights his capacity to navigate complex operational landscapes and drive holistic organisational improvement.

# COURSE CONTENTS

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## DAY 1: MARKETING FUNDAMENTALS AND STRATEGY DEVELOPMENT

### Module 1: Introduction to Marketing Fundamentals

- Definition and importance of marketing in business success
- Understanding marketing mix (4Ps and 7Ps)
- The relationship between marketing strategy and marketing plan
- Role of marketing in organisational growth and sustainability
- Group activity: Identifying key marketing functions in your organisation

### Module 2: Understanding Customer & Market Analysis

- Concepts of market segmentation, targeting, and positioning (STP)
- Consumer behaviour analysis: needs, motives, and decision-making process
- Tools for competitor and market trend analysis (SWOT, PESTEL)
- Building effective customer profiles and buyer personas
- Activity: Group discussion on consumer needs and expectations

### Module 3: Crafting Value Proposition and Brand Positioning

- Importance of a strong brand identity and value proposition
- Key elements of brand differentiation and positioning strategy
- Creating value that aligns with customer needs and business goals
- Developing brand storytelling and message consistency
- Workshop: Develop a brand statement and positioning map

### Module 4: Content Strategy and Communication

- Building effective communication and marketing content strategies
- Matching message tone and style with target audience preferences
- Integrating multiple communication platforms (print, social media, web)
- Practical exercise: Create a marketing content plan for your brand
- Reflection and discussion: What makes marketing messages impactful?

## DAY 2: MARKETING EXECUTION AND PERFORMANCE MEASUREMENT

### Module 5: Marketing Channels and Campaign Planning

- Overview of traditional and digital marketing channels
- Selecting the right channels for specific target audiences
- Steps in designing an integrated marketing campaign
- Evaluating campaign feasibility, budget, and resources
- Case study: Analysis of a successful marketing campaign

### Module 6: Digital Marketing Tools and Techniques

- Essentials of digital marketing: SEO, SEM, and social media marketing
- Using email, influencer, and content marketing effectively
- Introduction to analytics and marketing automation tools
- Measuring customer engagement and conversion metrics
- Activity: Design a mini digital marketing campaign

### Module 7: Measuring and Improving Marketing Performance

- Setting SMART marketing goals and KPIs
- Evaluating marketing ROI and campaign success
- Data-driven marketing decisions and continuous improvement
- Workshop: Design a simple marketing performance dashboard
- Discussion: Interpreting results to refine future strategies

### Module 8: Marketing Innovation and Trends

- Understanding emerging global marketing trends and innovations
- The rise of sustainable and ethical marketing practices
- Leveraging technology, AI, and creativity in marketing
- Group activity: Develop innovative marketing ideas for future markets
- Final reflection: Key takeaways and personal action plan

## WHO SHOULD ATTEND

- Marketing Executives, Officers, and Assistants seeking to enhance their marketing knowledge.
- Sales and Business Development personnel aiming to strengthen marketing strategies.
- Entrepreneurs and Small Business Owners looking to improve brand visibility and customer engagement.
- Supervisors and Managers responsible for planning or overseeing marketing activities.
- Individuals interested in acquiring practical marketing skills for career advancement.

## TRAINING METHODOLOGY

Interactive lectures, group discussions, case studies, small group activities, and practical hands-on exercises.

**Closing Date:**  
**MARCH 4, 2026**

## COURSE DETAILS

Date **March 11-12, 2026 (Wednesday-Thursday)**  
Time **8.45am - 5.00pm**  
Venue **FMM Institute Perak**  
**No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak**  
Medium of Instruction **English**  
CPD **14 hours**  
Fees ☐ **Members RM1,134.00/pax**  
☐ **Non-Members RM1,296.00/pax**  
*(Fees inclusive of Service Tax at 8%, Course Materials, Refreshment, Lunch and Certificate of Attendance)*

## ADMINISTRATIVE DETAILS

### HRD CORP CLAIMABLE COURSE DETAILS

- Training Provider: **FMM Institute Perak** ■ MyCoID : **475427W\_PERAK**
- HRD Corp Programme No: **Provided upon confirmation**

### DISCLAIMER

The FMM Institute reserves the right to change the facilitator, date and to vary / cancel the course should unavoidable circumstances arise. All efforts will be taken to inform participants of the changes.

### REGISTRATION

- Upon **Faxing/Mailing** the completed **Registration Form** to FMM Institute, you are **deemed** to have read and **accepted** the terms and conditions. The **course** would also be **deemed** as **confirmed** unless informed otherwise.
- Will be based on First-Come-First served basis.

### PAYMENT

- **Cheques** made in favour of "FMM Institute" should be forwarded to FMM Institute Perak.
- For **HRD Corp Claimable Course**, an **Attendance of 100% is a must**, in any case, **employers will be billed in full**.
- FMM Institute SST Registration No. **W10-1901-32000105**
- FMM Institute TIN No. **C10626805080**

### CANCELLATION

Must be in Writing with Reasons ■ 7 days before the course – No payment charged ■ 3 – 6 days before the course - 50% payment charged ■ < 3 days before the course – Full payment charged ■ Participants who did not turn-up will be charged full payment ■ Replacements can be accepted at no additional cost

~ Registration Form ~

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FMM Institute  
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak

Fax: 05-5488221

Dear Sir / Madam, please register the following participant(s) for the above programme.

1.	Name		Designation	
	NRIC		HP No	
2.	Name		Email	
	NRIC		Designation	
3.	Name		HP No	
	NRIC		Email	

(Please attach a separate list if space is insufficient)

We hereby confirmed that (Please tick (✓) in appropriate box):-

- ☐ We **will be claiming from HRD Corp** and full payment would made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances
- ☐ We will **NOT BE CLAIMING from HRD Corp**. Enclosed cheque/bank draft No \_\_\_\_\_ for RM \_\_\_\_\_ being payment for \_\_\_\_\_ participant(s) made in favour of the "FMM Institute".

Submitted by:

Name:	Designation:		
Company:	Tel:	Fax:	
Address:			
Email:	FMM Membership No		