



Key Learning Outcome

At the end of the program, participants should be able to:

- Comprehend the basics elements of corporate Marketing
- Comprehend the basics insurance products and distribution channel
- Describe how to manage marketing effectively
- Apply the elements of corporate marketing
- Evaluate suitable strategy to improve communication

Key Learning Objectives

1. Definition of marketing
2. Corporate and marketing communication
3. What is corporate marketing?
4. Who employs corporate marketing?
5. Specifying market-oriented business mission

Key Contents

1. Basic corporate marketing
2. Understanding basic life insurance marketing
3. Designing marketing communications
4. Promotion and marketing communications
5. Personal selling, direct marketing and interactive marketing

Date	14-15 October 2019
Closing Date	24 September 2019
Time Duration	9 am - 5 pm 2 Days
Price	MII Member : RM 955 (single), RM 900 (Group) Non Member : RM 1170 (Single), RM 1110 (Group) International: USD300 (Single), USD280 (Group) (HRDF Claimable) * Subject to HRDF Conditions * Price is inclusive of 6% SST
Level	Foundation
CPD Points	14
Venue	THE MALAYSIAN INSURANCE INSTITUTE MII City Centre, Suite 6.0W, Level 6 Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur

Trainer's Profile

Associate Professor Dr Mohd Farid Bin Shamsudin
Head of Marketing, Universiti Kuala Lumpur Business School

- Bachelor in Business Administration (Multimedia University, 2004)
- Master of Business Administration (International Islamic University, 2007)
- Doctor of Business Administration (University Utara Malaysia, OYA Graduate School of Business, 2012)

Dr Mohd Farid Shamsudin lectures and researches in the areas of Marketing. He has 22 years working experience in various financial institution and telecommunication industry. Prior joining UNIKL he was a Senior Product Manager in the largest Telecommunication Company. He acquired enormous industry experience especially related to consumer behavior, product development, relationship marketing and customer services. Currently he is the head of section for Marketing and responsible to oversee Bachelor in Business Administration (HONS) in Marketing and Bachelor in Business Administration (HONS) in International Business. Dr Mohd Farid Shamsudin also has more than 12 years teaching experience in various local universities for postgraduate studies. He is currently a supervisor for PhD and Master Students and actively participates in writing and attending conferences. He graduated from Multimedia University for his Bachelor in Business Administration followed by MBA from International Islamic University, Malaysia and finally was awarded Doctor of Business Administration from Universiti Utara Malaysia. His interests' areas of research are those related to consumer behavior, customer service, relationship marketing, advertising and branding. Among the subject specializes by Dr Mohd Farid Shamsudin are Principle of Marketing, Marketing Management, Strategic Marketing, Customer service, Advertising And Promotion, Retail Management, Sales Management and Product Development.

Target Audience

Executive & Non Exe and Department Head in Customer Service, Sales, Marketing, Operation and Management.

REGISTRATION POLICY & DECLARATION

- Registration can be done via online at www.mii4u.org/llms/user/login. (*Group Registration : Minimum 3 participants and above)
- MII practices a non credit policy. As such, all companies and individuals are required to make payment before the commencement of the course. But confirmation for places is subject to availability of seat.
- MII reserves the right to reschedule, change the trainer, modify the course content or cancel the course due to unforeseen circumstances without prior notice.
- Contact person or participants will be notified through the email, fax or phone on the status of the course.
- Any cancellation(s) received within 5 working days before commencement date of the course is not allowed and an administration fee of RM530 or USD250 will be charged for each participant. However, replacement of participant(s) is accepted.

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