



THE ART OF MARKETING



April 15-16, 2026 | 9AM-5PM | FMM Eastern



INTRODUCTION

Globalization has led to a mature market which is flooded with products of all types produced in various corners of this planet. The availability of a sheer number of products means that customers have many choices. Customers have never had it so good. Now they can explore a variety of competing products, consider buying them from a variety of retailers and distributors, online or offline. In this course, delegates will be introduced to the entire process of marketing and see how each area can benefit their organization. Delegates will learn about consumer behavior, customer's decision making process, how to segment markets, how to target customers and how to define a marketing strategy to target those segments. Other areas such as branding, pricing strategy and various methods of promoting products are explored as well.



OBJECTIVES

- Analyze your company in relation with your competitors and by examining your customer's decision-making process
- Understand consumer behavior to decide on your marketing strategy
- Segment the market, target each segment and use a marketing mix to address each segment as part of your marketing strategy
- Identify types of battlegrounds, the opportunities and challenges associated with it
- Set your attack and defense strategies using a variety of methods by understanding the competitors' position
- Use the right marketing mix elements and strategies to increase competitiveness and profitability



AUDIENCE

- Marketing Professionals
- Anyone who is interested



METHODOLOGY

- Lectures
- Self-Assessment
- Case Study



FEES

Member : RM972.00

Non-Member : RM1,080.00
(Inclusive of 8% SST)



MORE INFO

Ms Wanhui / Ms Elly | 09-560 6554/ 5244 | fmmeastern@fmm.org.my



COURSE OUTLINE

8.45 AM Registration of Participants

9.00 AM Introduction to Marketing

- What is marketing and holistic marketing?
- What is involved in a marketing process?
- Why holistic marketing is important for marketing success?
- What are the critical areas in marketing that can make all the difference?
- How does marketing relate to sales and what does this mean when planning your strategy?

10.30 AM Morning Tea Break

10.45 AM Understanding Customers

- What is consumer behavior?
- What are the factors influencing consumer behavior?
- What are the various buying roles play by consumer?
- What is the buyer decision making process?
- How can you influence customers in each stage of their decision-making process?
- How to devise a marketing strategy to appeal to customers in each stage of their decision-making process?



1.00 PM Lunch

2.00 PM Segmentation, Target and Positioning

- How to segment the market?
- How to target the market based on specific segmentation?
- How to devise a marketing mix and position your products appropriately according to your target market?
- What are various positioning strategies and what are their advantages and disadvantages?

3.30 PM Evening Tea Break

3.45 PM Types of Battlegrounds, The Opportunities and Challenges

- What are types of battleground?
- What are characteristics of the battleground?
- How to select concentration of forces?
- How to attack and win profitably in the selected battleground?



Dealing with Competition

- What are the types of competitive forces?
- What are the levels of competition position?
- What are the strategies adopted by these competitors when they are in different position?
- When should you launch an attack and when to avoid?
- How to balance between customer, Market and Competitor?

5.00 PM End of Programme Day 1





COURSE OUTLINE

8.45 AM Registration of Participants

9.00 AM Marketing Strategy : Product

- How product levels associated to customer-value hierarchy?
- How to differentiate products and services successfully?
- What is product life cycle?
- How to extend the product life cycle?

10.30 AM Morning Tea Break

10.45 AM Marketing Strategy: Price

- How do consumers process and evaluate prices?
- What is involved in the process of pricing your products?
- How to price your products in line with your objectives?
- How to respond to competitors' price changes?



1.00 PM Lunch

2.00 PM Marketing Strategy : Promotion

- What are the new realities in marketing promotion?
- What are the 4 principal elements of promotion?
- How to develop an effective communication in promotion?

3.30 PM Evening Tea Break

3.45 PM Marketing Strategy : Distribution

- How to use integrated marketing channels to your advantage?
- What is the role of marketing channels?
- How to motivate channel members?
- What causes channel conflict? how to address it?
- What is the role e-commerce in the 21st century?

5.00 PM End of Programme Day 2





FMM INSTITUTE (475427-W)

EASTERN BRANCH

CENTER FOR PROFESSIONAL DEVELOPMENT



THE ART OF MARKETING

April 15-16, 2026 | 9:00AM - 5:00PM | FMM Eastern

...ADMINISTRATIVE DETAILS...

HRD CORP CLAIMABLE COURSE DETAILS

- Training Provider : FMM Institute Eastern
- MyCoID : **475427W_EASTERN**
- HRD Corp Programme No : **Provided upon registration**

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 Eastern.
- For **HRD Corp claimable course**, an **attendance of 100% is a must**, in any case, **employers will be billed in full**.

Please tick accordingly:

Fees: **FMM Member: RM 972.00/pax**
(inclusive of 8% Service Tax)

Non Member: RM 1,080.00/pax
(inclusive of 8% Service Tax)

Fees include course materials and Certificate of Attendance

CANCELLATION

- Must be 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.

ENQUIRIES & REGISTRATION

Ms Wan Hui/ Ms Elly

Email : wanhui@fmm.org.my/norelysyah@fmm.org.my

Tel: 09-560 6554/5244

Closing Date
April 3, 2026

REGISTRATION FORM

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

No	Name	Designation	I/C Number	Email	H/P No.
1.					
2.					
3.					

(Please attach a separate list if space is insufficient)

We will **be claiming under HRD Corp Claimable Courses (SBL-Khas)** but full payment would be made to FMM Institute in the event that no disbursement from HRD CORP under any circumstances.

We will **NOT BE CLAIMING under training grant from HRD Corp.** Payment will be made to account payee **FMM Institute** by cheque or bank transfer to **MAYBANK Account No. 5560-1106-3275**

Submitted by:

Name : _____

Designation: _____

Company : _____

FMM Membership No. : _____

Address : _____

Email : _____

Tel: _____ Fax: _____