

# MARKETING MANAGEMENT TO TRANSFORM YOUR BUSINESS

## ABOUT THE TRAINING

Introduction to marketing Key Performance Indicators (KPI) and metrics where you'll be guided on how to use these measures to manage and control sales, identify risks to deliver the required results, and marketing activities

Learn how to manage sales and marketing activities to meet targets, and how to get actionable reports and track corrective measures to meet marketing objectives.

## MODULES

- Able to communicate marketing performance.
- Learn how to track and measure marketing activities.
- Learn how to manage and review marketing resources.
- Learn how to set marketing KPIs, metrics and baselines.



SBL Khas  
Claimable