The current economic downturn means that the Sales and Marketing professionals will be under increased pressure to reach ever higher targets as well as to beat the competition. The Executive Certificate in Sales and Marketing Management course is ideally suited for individuals who want to gain a thorough understanding of the principles and practices of Sales and Marketing Management. It is also suited for newly appointed sales managers or sales executives who intend to move up the career ladder and manage a sales team.

**Modules**

**BUSINESS MARKETING**
- Defining Marketing for the Twenty First Century
- Developing Marketing Strategies and Plans
- Creating Customer Value, Satisfaction, and Loyalty
- Marketing Information System
- Analysing Consumer and Business Markets

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**
- Introduction to Customer Relationship Management (CRM)
- Customers-Centricity and CRM
- Organisational Change and CRM
- CRM and E-Business Strategy
- Electronic Customer Relationship Management (ECRM) and Marketing

**SALES AND DISTRIBUTION MANAGEMENT**
- Objective of Scope of Sales Management
- Selling Process
- Theories of Personnel Selling
- Sales Forecasting
- Sales Quotas

**RETAIL MANAGEMENT**
- Introduction to Retail Management Scope and Concepts
- The Role of Retail Product Management (RPM)
- Category Management
- Product Range Planning and Selection and Communicating
- The Product Offer
- Sales Quotas

**MEASURING & EVALUATING PERFORMANCE IN SUPPLY CHAIN MANAGEMENT**
- Measuring the Performance of the Purchasing and Supply Function
- Measuring the Performance of the Supplier
- Measuring the Buyer’s Performance

**MANAGING INTERNATIONAL LOGISTICS & DISTRIBUTION**
- The Elements of International Logistics Management
- Packing and Packaging
- Arranging International Transportation
- The Issues Affecting Organisations When Buying Internationally

**Contact Person:**
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**Duration**: Three (3) Months  
**Course Detail**: Two (2) Modules per month  
**Assessment**: Attendance (10%), Assignment (60%) and Quiz/Test (30%)  
**Contact hours**: 12 hours per module