



**ASSETS PROTECTION COMPANY**  
**SECURITY AND SAFETY TRAINING CENTER**  
*(A DIVISION OF SAUDI PETRO GAS COMPANY)*

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### Marketing Decision Making

The program aims at enabling marketing executives to respond to market uncertainties more effectively through better application of modern marketing tools and techniques and superior marketing decision making ability.

### Objective

At the end of the program, participants will be able to learn and implement modern tools and techniques employed in marketing decision making.

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### Course Subjects & Schedule:

<b><u>Day 1</u></b>	▪ Marketing Strategy and Competitive Advantage	<b><u>Day 4</u></b>	▪ Demand Forecasting ▪ Managing Channel Relationships
<b><u>Day 2</u></b>	▪ Customer Preference and Product Management	<b><u>Day 5</u></b>	▪ Strategic ~Marketing Planning ▪ Final exam
<b><u>Day 3</u></b>	▪ Competitive Market Analysis ▪ Marketing Intelligence		

<b><u>Participants:</u></b>	Front line marketing executives and product/brand managers
<b><u>Methodologies:</u></b>	In view of the background and experience of the target audience, the learning in this program is proposed to be reinforced through a sophisticated marketing simulation game titled “BRANDMAPS” designed to be used on MS-DOS personal computers. BRANDMAPS is designed to reflect the complexities, uncertainties and challenges inherent in marketing decision making and analysis process. To the greatest extent possible, this game is designed to represent “reality” to the participants, rather than a game. All the important elements of Marketing Analysis, Planning and Strategy arise in this game. The game is of 4 and 1/2 days duration and is interspersed with short theoretical inputs and specific tools to make the participants understand the theory and techniques behind any marketing decision making process. Details of the game are enclosed in the annexure for further information.
<b><u>Duration:</u></b>	Five (5) days
<b><u>Course Location:</u></b>	Security and Safety Training Center, Dhahran or at Client’s Venue
<b><u>Course Cost:</u></b>	<b>S.R. 3562.00 per Participant</b>
<b><u>Language:</u></b>	English / Arabic