



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

---

### Marketing For Non-Marketing Executives

The aim of this program is to enhance competence of non-marketing professionals in the area of marketing for satisfying the external customers of the company.

#### Objectives:

At the end of this program, the participants will be able to:

- Appreciate the Challenges of today's competitive business scenario.
  - Understand the emerging approach to marketing, importance of customer orientation, and the critical role of marketing for competitive advantage.
  - Comprehend the vital significance of services for excellence in marketing.
  - Appreciate the importance of cultural aspects for customer care.
  - Understand the need to provide superior value to customers, and understand their individual role in creating satisfied customers.
- 

#### Course Subjects & Schedule:

<b><u>Day 1</u></b>	<ul style="list-style-type: none"><li>▪ Marketing Imperatives before Companies</li></ul>	<b><u>Day 4</u></b>	<ul style="list-style-type: none"><li>▪ Culture of Customer Care</li><li>▪ Providing Superior Value to Customers</li></ul>
<b><u>Day 2</u></b>	<ul style="list-style-type: none"><li>▪ Total Customer Orientation: The Emerging Approach to Marketing</li></ul>	<b><u>Day 5</u></b>	<ul style="list-style-type: none"><li>▪ Individual Role and Action Plan for Creating satisfied Customers.</li><li>▪ Final exam</li></ul>
<b><u>Day 3</u></b>	<ul style="list-style-type: none"><li>▪ Marketing yr Competitive Advantage</li><li>▪ Marketing Excellence through Better Services</li></ul>		

<b><u>Participants:</u></b>	<ul style="list-style-type: none"><li>▪ Middle level executives from operation/maintenance function</li></ul>
<b><u>Methodologies:</u></b>	<ul style="list-style-type: none"><li>▪ Lecture, group activities, syndicate work, case studies, group presentations</li><li>▪ Evaluation:<ul style="list-style-type: none"><li>• Written Test</li><li>• Practical: Oral / Viva-voce</li></ul></li></ul>
<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