

Effective Marketing Strategies

Having difficulties in attracting mainstream customers for a successful sale? Presented by Philip Ho, a marketing specialist provides you with specific guidelines on the most effective marketing strategies/tactics. It reflects contemporary business practices, coupled with insights on how to improve the effectiveness and efficiency of marketing performance.

TOPICS TO BE COVERED :

- SWOT Analysis for business strategy and planning
- Market research
- Product and pricing strategies
- Distribution channels and advertising
- Sales promotion, public relations and personal selling



Mandarin Workshop

Date: Please check with our staff
(18 hours in 6 sessions)

Time: **6:00 p.m. - 9:00 p.m.**

Fee*: \$350 (Non-SUCCESS Member)
\$330 (S.U.C.C.E.S.S. Member)

Location: S.U.C.C.E.S.S. Business Service Centre
Unit 200 – 1755 West Broadway, Vancouver, BC V6J 4S5

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