

Marketing and Sale Strategy

In business, stopping in the same place is backward

To learn about many strategies

To develop sale and marketing of organization for long-term growth

Course outline

- The View of Modern Marketing for Competitive Advantage
- Customer Satisfaction Strategy
- Brand Building
- The Sale - Marketing Mix
- Customer Relationship Management(CRM) and Customer Experience Management(CEM)
- Price Strategy
- Production Management and Supply Chain
- How to Create Customer Relationship Management(CRM)

This course is suitable with:

- **Marketer**
- **Seller**
- **The Executive of Corporate Strategy**

Objective:

1. Getting the view of sale and marketing for competitive advantage
2. Learning about CRM and CEM
3. To improve sale and marketing to respond to corporate strategy
4. Understanding about sale and marketing strategy to improve sale and marketing of organization

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