



REMOTE ONLINE LEARNING

**Online Training for Marketing Personnel:  
The Strategic Marketing Process**

Date: November 27, 2020 Time: 10.30 am - 12.30 pm & 2.30 pm - 4.30 pm

Date: 27/11/2020  
Time: 10:30 am - 12.30 pm & 2.30 pm - 4.30 pm  
Duration: 4 hours  
Location: Remote Online Learning  
Fees: FMM Member: RM227.90/pax  
(inclusive of 6% Service Tax)  
Non Member: RM249.10/pax  
(inclusive of 6% Service Tax)  
Contact Persons: Ong Li Choo  
Nora Liza  
Josephine Tan  
Tel. 03-6286 7200  
Email training@fmm.org.my

Facilitator



Mr Billy Ong brings into the consultancy field his immense depth of experience in marketing and sales that spans three decades in diverse industries. A Chartered Marketer (CIM, UK) by profession, he now imparts his wealth of experience and knowledge to the next generation of marketing professionals as a practitioner not only in the field of strategic marketing but export marketing as well.

Prior to embarking into his present venture, Billy spent seven years in the banking sector, the last attachment being BSN Commercial Bank as Manager of Consumer Banking before heading the bank's marketing team in product development.

His most notable achievements were when he managed to turn the RM52 mil Kelab Darul Ehsan from a losing concern to a profitable venture within six months; and charting the deposit growth for Perwira Affin Bank; both achieved during the 80's recession. Other recognition includes the CEO Book Award at BSN Commercial Bank for his outstanding contributions in strategic planning for the bank. Besides being a graduate from the Chartered Institute of Marketing (UK), Billy is also a certified sales consultant from Butler Associates Inc (Ohio, USA) and a certified customer service trainer with BSN Commercial Bank. He was one of the pioneer Council Members of the Malaysian Association of the Chartered Institute of Marketing.



**Overview** The Strategic Marketing Process is a systematic approach using a process in strategic marketing planning.

**Objective** To enhance the understanding of strategic planning and why it is important to a firm.

**Outcome** Participants will be able to apply some form of critical thinking in their planning activities.

**Methodology** The slide presentation will be made by the facilitator supported by video screening. Time will also be set aside for Q&A.

**Course Contents**

- Introduction
- Do you know where you are going?
- What is Strategic Planning?
- The Planning Process
- Module 1:
- The Position Audit
- The SWOT Analysis
- How do you stack up?
- Module 2:
- Analysing the 15 Strategic issues
- Exploiting the Achilles Heel of the competitors

## REGISTRATION FORM

### Online Training for Marketing Personnel: The Strategic Marketing Process

November 27, 2020 (Friday)

10.30 am - 12.30 pm & 2.30 pm - 4.30 pm

Remote Online Learning

**The Manager**

**FMM Institute**

Tel: 03-6286 7200 Fax: 03-6277 6712

Email: training@fmm.org.my

Dear Madam,

Please register the following participant(s) for the above programme:

(To be completed in **BLOCK LETTERS**)

Please tick (✓) accordingly:

PSMB Scheme:  SBL

Non Contributor

Fees:  FMM member RM227.90 / pax  
(Inclusive of 6% Service Tax)

Non Member RM249.10 / pax  
(Inclusive of 6% Service Tax)

**1. Name**

**Designation**

**E-mail**

**Nationality**

**IC No.**

**2. Name**

**Designation**

**E-mail**

**Nationality**

**IC No.**

(if space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. \_\_\_\_\_ for RM \_\_\_\_\_

Being payment for \_\_\_\_\_ participant(s) made in favour of the "FMM Institute".

Submitted by:

Name: \_\_\_\_\_

Designation: \_\_\_\_\_ E-mail: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Company: \_\_\_\_\_ FMM Membership No.: \_\_\_\_\_

Address: \_\_\_\_\_

My Corporate Identity No.: \_\_\_\_\_ Date : \_\_\_\_\_

Registration is on a first-come first-served basis. Cheques made in favour of the "FMM Institute" or payment advice via online payment should be forwarded one week before the commencement of the programme. Completed registration form online, faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes. Should the programme be cancelled or postponed, FMM Institute is not responsible for any costs incurred by the participants.