



Ritaj Managerial Solutions

Technical & Financial Offer
Capacity Building Training

Certified Marketing Professional
CMP

July 2018



Date: 3rd of July
Ref.: R/C/TD/3220718

Subject: "Certified Marketing Professional-CMP"

Greetings,

I would like to express our sincere pleasure in having had this opportunity to supply your respective organization with a quote of our services.

Please find attached both our Technical and Financial Proposal for the proposed service, namely; **"Certified Marketing Professional-CMP"**.

The details pertaining to this task objective, implemented methodologies, timetables, and costing are listed within this proposal.

RITAJ had succeeded to put together a **panel** of top tier highly specialized and professional associates, known as leaders in their fields of specialty, capable of carrying the required activities and tasks in due time at the highest satisfactory and professional levels.

Our panel of highly qualified and experienced consultants/associates has a very well-known record in their respective disciplines in Palestine and abroad with long years of experiences that exceeds twenty years.

We are a hardworking, serious company that can deliver its responsibilities in due time with highest satisfactory results.

Wishing you continuous success,

Talent Development Department
Ritaj for managerial solutions



Certified Marketing Professional-CMP

Overview

Being a top marketer means continually enhancing your skills as well as highlighting your accomplishments. CMP program gives you a tangible, convenient way to do both in a way that meets strict national professional certification criteria and standards for excellence in marketing.

Target Audience

The CMP program is ideal for professionals who are employed as a marketing manager, regional marketing manager, marketing director or any individual or company owner responsible for marketing management and who has direct reports.

Duration

- 35 training hours



METHODOLOGY

RITAJ's training methodology and approach to transferring knowledge is constantly reviewed and updated. We ensure that we bring the most up to date teaching methods and techniques to our courses.

We strongly believe that actively engaged participants will absorb and retain knowledge far more successfully than those who attend lecture style courses. Where material is contextualized and relevant to the participants' own experiences, understanding is significantly improved.

Our training programmes are designed to provide participants with an active and relevant learning experience. Our resources and methodologies include:

	The use of technical and subject matter experts		Mentoring – one to one and group
	Interactive group exercises And discussions		Webinars
	Relevant and concise course material for each participant		Customized case studies, business simulations and role plays
	Participant led presentations		E-learning
	For our professional qualification courses; progress tests, mock exams, and personalized feedback for each student		



TOPICS

□ Introduction

- Introduction of the workshop program and the participants
- The Essence of Marketing
- Group Discussion: Shifts in Marketing
- Marketing Planning Fundamentals

□ Strategic Planning

- Strategic Planning Tools
- Group Discussion: What Good is a Mission Statement?
- Marketing Planning: Business Unit/Project-Level Perspective
- Consumer Buyer Behavior
- Organizational Buyer Behavior

□ New Product Development

- Discussion: Who Should You Target with New Products?
- Customer Service
- High Tech Marketing

□ Market Intelligence

- Market Research and Market Intelligence
- Discussion: Is Mass Marketing Dead?
- Product Strategy
- Integrated Marketing Communication

□ Distribution Strategy

- Should National Brand Manufacturers also Supply Private Brands?
- Retailing, Wholesaling, Logistics
- Direct Marketing
- Managing Complex Hybrid Channels

□ Sales Force Strategy

- Customer Relationship Management
- Discussion: Are Great Salespeople Born or Made?
- Key Account Management



- **Understanding Value in B2B and B2C**
 - Discussion: Differences B2C/B2B Marketing
 - Segmentation, Targeting and Positioning
 - Discussion: Is Marketing an Art or Science?
 - Global Marketing
 - Implementing Market-Driven Strategy
 - o Four Ps and 7 Ps

- **E-Marketing**
 - Global Marketing
 - Implementing Market-Driven Strategy
 - Course Summary

- **Exam Preparation:**
 - Question and Answer Session
 - Final examination



Financial Offer

Item	Pricing Option	Qty	Price
Training Fees	Per Participant	1	\$1000.00
Exam Fees	Per Participant	1	\$250.00

Promotions for this training:

- Early Bird Registration: 40% discount.
- You+1: 25% discount.
- Discount per Participant: 15% discount.

Notes:

- The fees above are in US dollar.
- Exam Fees is order to change
- Training fees above do not include VAT
- Fees above include the required training package:
 - Training Material
 - Certificates of Completion by the end of training.
 - Mock online exam at the end of the training

*Fees are payable upon the beginning of the training

** CMP Exam fees are payable when scheduling for the exam date.



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