

PART 2 : TRAINING PROGRAMME DETAILS

Section A : Course Details for IAOP Certified Outsourcing Specialist in Marketing & Sales

1.	Course Title	IAOP Certified Outsourcing Specialist in Marketing & Sales
2.	Type of Course	Non – Technical
3.	Training Methodology	Classroom Group Discussion
4.	Skill Area	Overview of Outsourcing and Marketing & Sales
5.	Duration (Days)	7 training days and 49 contact hours
6.	Level of Certification	The International Association of Outsourcing Professionals (IAOP): Certified Outsourcing Specialist in Marketing & Sales (COS M&S)
7.	Certification Body (if applicable)	The International Association of Outsourcing Professionals (IAOP): Certified Outsourcing Specialist in Marketing & Sales (COS M&S)
8.	Course Overview	The International Association of Outsourcing Professionals (IAOP): Certified Outsourcing Specialist in Marketing & Sales (COS M&S) is designed to advance careers in Business Services in based roles. The programme is in line with the Government's effort to assist Malaysian employees with the intention to up-skill and reskill in order to increase their employability with knowledge and skills Business Services based roles. The programme also help the individuals and companies to raise the skills of the workforce to international standard. At the end of the programme, the certified Malaysians under this programme will be part of the critical supply of Business Services talent to meet the growing needs of the marketing & sales functions in the Global Business Services sector.
9.	Prerequisites	Certificate / Diploma
10.	Course Objective	The IAOP Marketing & Sales Program provides the participants with insights into the strategic elements of the marketing process which is designed to optimise performance of the Marketing & Sales teams. The participants will have a better understanding of marketing and sales, develop marketing strategies to drive sales and to rethink the customer journey and sales optimisation for the organisation.
11.	Learning Outcome	At the end of the course participants will demonstrate an understanding of the contribution of marketing and how it fits with the other business disciplines within an organization. The participants will have a better view of the business from a marketing perspective and be able to analyse and evaluate an organisation's marketing strategies.

12.	Course Content	<p>Part A Module 1: Introduction of Outsourcing</p> <p>Topic 1 What is Outsourcing Topic 2 Types of Outsourcing Topic 3 The Business Process Outsourcing Topic 4 Identifying Core and Non Core Processes Topic 5 Challenges and New Trends in Outsourcing</p> <p>Part B Module 2: Marketing & Sales</p> <p>Topic 1 Marketing Today Topic 2 Strategic Marketing Framework Topic 3 Analysis of Market Components Topic 4 Market Research Topic 5 Integrated Marketing Communications Topic 6 Sales Strategy Topic 7 Effective CRM Topic 8 Call Centre Management</p> <p><i>Please refer to the Appendix C of the details course outlines</i></p>
13.	Learning Activities	<p>Lecture, Role Play Practical Exercise Case Studies Learning Activities Video Presentation</p>
14.	Target Group	BPO