

**Invitation for Marketing ROI & Marketing Performance Management
Organized by Unistrategic**

Unit Latihan Jabatan Pendaftar -PEND

Telah Dihantar: 28 November 2011 12:33

Kepada: UUM - All Staff

**Jabatan Pendaftar**

REGISTRAR'S OFFICE

Universiti Utara Malaysia**28 NOVEMBER 2011
02 MUHARRAM 1433H****MARKETING ROI & MARKETING PERFORMANCE MANAGEMENT**

It is my pleasure to inform you about our upcoming event on "Marketing ROI & Marketing Performance Management" ♦ masterclass which will help you to develop tool and disciplines to maximize impact of your marketing investment on **13th – 14th February 2012 at JW Marriott Hotel, Kuala Lumpur, Malaysia** for your consideration and recommendation to your colleagues.

This 2 days international training is beneficial for professionals from Marketing Department, Finance Department to update themselves with latest trends and tools relating to Marketing ROI and Performance Management subject.

A well-known trainer from United States will be our course facilitator for our workshop.

Workshop Overview**Day 1**

- **Defining Performance management (MPM) and its importance**
- **Best practices of the development and evolution indicators (KPIs) are and their importance for marketing performance management**
- **Developing relevant marketing key performance indicators (KPIs)**
- **Exercises**

Day 2

- **Obtaining the key tools for marketing return of investments (ROI) and effectiveness measurement**
- **The role, importance, and tools of marketing analytics for improving marketing performance**
- **Recognizing what marketing mix models are and how they are ultimate tool for managing return of investment (ROI)**
- **Case Studies and Exercises**