



# Four Day Training Workshop on

## ***Marketing Management***

Project Profile

16 – 19 February, 2014

## Introduction

This document details the events of a four day training program conducted by Risalat Consultants International, on the subject of “Marketing Management”, for a group of 14 participants from, The Killid Group (TKG) / Development and Humanitarian Services for Afghanistan (DHSA) at TKG’s premises in Kabul, Afghanistan.

The session was conducted as a result of a public bidding by DHSA-TKG for conducting assignment which was awarded to Risalat after it submitted the winning proposal. The training was completed, in four days, as planned.

## About Participants

The participants were all coming with some background and responsibilities in marketing and sales for the products and services offered by TKG which are Radio Killid, Magazine and Mursal Magazine. They are currently working with TKG in its Kabul and provincial offices.

## Training Summary

The raining program on Marketing Management is actually a two day program which is conducted from 09:00 am to 03:30 pm. However, this workshop was divided in to four half day sessions as per TKG request which cited the (local) participants’ daily engagements and need for practice for participants from provinces.

The training included a holistic discussion of the marketing concepts from the planning stage till the promotions and advertising activities. The overall rules and guidelines required for developing an effective marketing strategy for the organization were discussed during the four days of the training.

Each day, the trainer would give an assignment to the trainees which they would accomplish before coming to the class the next day.

## Workshop Contents

The workshop covered the following concepts in Marketing Management:

- Old Vs. New Rules of Marketing
- Five Ps of Marketing
- Developing a Strategic Marketing Plan
- Determining the Target Market
- Identifying the Competition
- Description of the Product / Service
- Branding and Packaging
- Budgeting

- Sales Promotion
- Advertising
- Personal Selling

## **Training Delivery – In brief**

The training session commenced with opening remarks and introduction by the trainer of himself and the overall program. The trainees also introduced themselves and expressed their expectations from the program.

As per Risalat procedures, a brief pre-test was conducted with questions from major topics in the training. The purpose is to assess the trainees' existing knowledge of the subject matter and then compare them with the post-test results conducted at the end of the training.

A graph summarizing and comparing the results from both tests is provided later in the report.

The training discussions started with a review of the old methods of marketing which were used by organizations in the past and comparing them with what is called the benefits of the digital age for marketing activities.

During the four half days the trainer discussed the topics mentioned above one by one. The training proceedings went ahead normally with trainees sharing their own experiences from their marketing activities linking them with the topics discussed in the class. The trainer did his best to involve the trainees in the discussions and make the sessions participatory.

The second day started with discussion of the assignment given to the trainees on the first day. They were divided in to three groups – each relating to one of TKG's products/service. They were asked to identify target markets for their products and segment them in to different categories. Also they were asked to identify competitors for their products/service.

The third day also started with a review of the practical work the trainees had done regarding description of their products' features and benefits for their intended customers. In the beginning of the fourth day trainees' ratings of their organization were discussed regarding different aspects of operation, customer service and quality of products and services.

At the end of the fourth day there was a post-test conducted which had questions almost similar to those in the pre-test with the purpose of measuring the knowledge and understanding of the participants about the topics discussed during the training and the enhancement in their concepts as compared to the re-test.

The program concluded by a program evaluation with the purpose of collecting participants' views regarding different aspects of the training – from the list of topics discussed during the program to the teaching skills of the trainer and the overall quality of the workshop. Graphs summarizing the views of the delegates are provided at the end of the report.

## Facilitation Techniques and Medium of Instruction

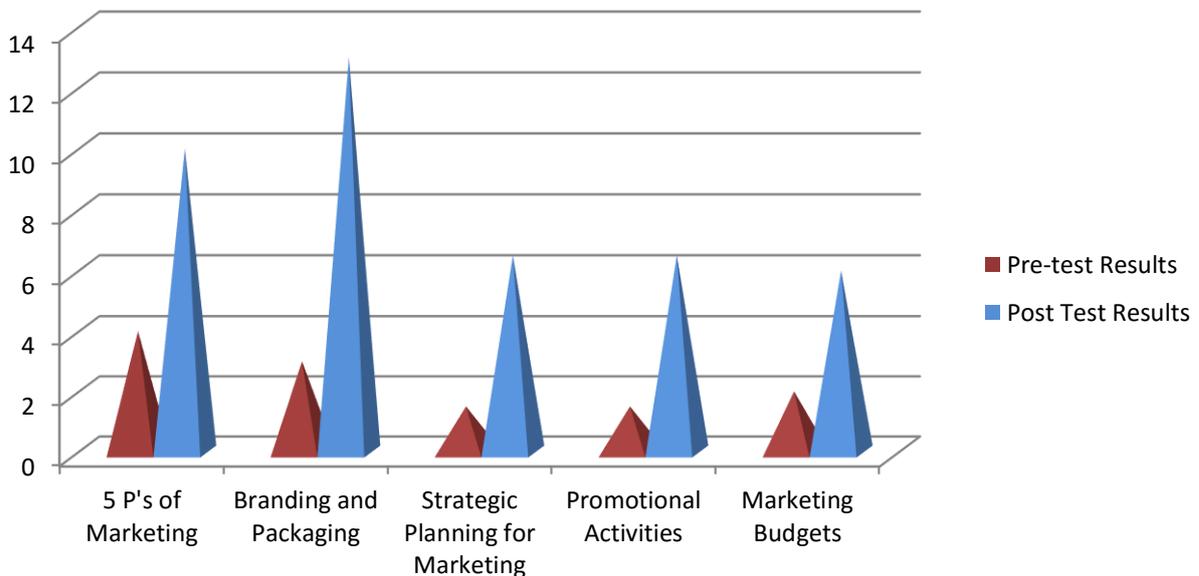
The trainer utilized a variety of facilitation techniques. These include general explanation of the topics on hand, question and answer sessions, and practical implementation of the topics by trainees. These methods were utilized in order to ensure all of the participants get the whole concepts and they practice what they learn.

The trainees in this workshop practiced some of the concepts during the half days that they had before every day's session in the afternoon. This included working on Market Segmentation, Competition Analysis and a couple other concepts regarding all the three services of TKG i.e. Radio Killid, Killid Magazine and Mursal Magazine.

## Training Output

We understand that the actual effectiveness of a training program can be gauged after some time when the trainees apply their learning in their practice, however, reviewing the results from the pre and post-test as well as the practical performance of the trainees show that the trainees not only improved on their existing knowledge of the topics discussed in the training, but also learnt new skills.

The Graph provided below shows a comparison between the test results from both the pre and post tests conducted:



## Feedback from Trainees

The graph below shows a summary of participants' views about different aspects of the training:

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Overall, the training session was high quality



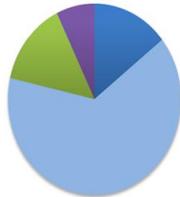
The course covered the material expected



This training will be beneficial to me in the performance of my job



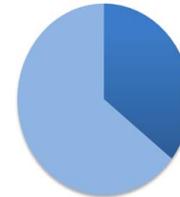
I had plenty of opportunities to practice what I learned



The course gave me specific ideas and tools to implement in my workplace



The training facility was well-equipped and comfortable



The trainer was professional, well-prepared, and knowledgeable about the topics at hand



Overall, this course was worth my time and money

