

# Channel Marketing Management

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## OVERVIEW

Dive into the complexities of channel marketing management, focusing on optimizing channel strategies to maximize market coverage and profitability.

## PROGRAM OBJECTIVES

- To understand different marketing channels and their strategic importance.
- To develop and manage effective channel marketing programs.
- To build and maintain strong relationships with channel partners.

## WHAT YOU WILL LEARN

- Identification and selection of appropriate marketing channels.
- Development of channel programs that align with corporate marketing strategies.
- Techniques for managing channel conflicts and fostering partner loyalty.

## KEY BENEFITS

- Expand market reach and enhance brand visibility across multiple channels.
- Strengthen channel partnerships and improve collaborative marketing efforts.
- Navigate the challenges of multi-channel marketing with strategic insights.

## WHO SHOULD ATTEND

Channel managers, marketing professionals, and business strategists involved in developing and managing marketing channels.

## PROGRAM FORMAT

A combination of structured live online sessions and self-paced activities over five 3-hour sessions from 6:00 PM to 9:00 PM.

## PROGRAM FEE

PHP 7,500.00 per head

## WHO SHOULD ATTEND

Sales managers, key account managers, professionals in client-facing roles.

## PROGRAM FORMAT

Interactive live sessions and practical exercises, conducted online from 6:00 PM to 9:00 PM across five evenings.

## PROGRAM FEE

PHP 7,500.00 per head

## FOR INQUIRIES AND REGISTRATION

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