

CPPL TRAINING ACADEMY COURSE DETAILS

S/N	PROGRAM TITLE	CORE OBJECTIVE	CORE LEARNING OUTCOME
01	Strategic Marketing	To develop a strategic marketing approach that achieves competitive advantage	Understand how to analyze an organization's current and future external and internal environment, analyze relevant information to recommend and inform strategic decision-making, develop a strategic marketing plan aligned with organizational objectives, and manage resources effectively to deliver the marketing plan
02	Strategic Sales Management	To strengthen relationships with key accounts and maximize revenue	Understand the changing landscape of sales management, develop customer-focused plans that cater to diverse needs and align sales and marketing strategies for effective execution.
03	Customer Success / CRM	To enhance customer engagement, loyalty, and business growth.	Assess trends and future directions in CRM and understand how to leverage CRM to proactively create value and grow retention.
04	Key Account Management	To develop mutually beneficial relationships with valuable clients.	Create customer-focused plans that enhance satisfaction and build strong relationships.
05	Brand Strategy & Communication	To strengthen branding efforts and optimize resource allocation	Understand the target audience, determine communication channels and manage key accounts for value. Set objectives and create core messaging to increase customer engagement.
06	Experiential and Alternative Marketing	To explore innovative marketing approaches beyond traditional methods	Craft a powerful brand communication strategy and identify the best ways to share the brand's core message while optimizing budget.
07	Effective Customer Service, Your Business Lifeline	To provide exceptional customer service.	Develop creative and engaging marketing campaigns that resonate with target audiences.
08	Project Management	To efficiently plan, execute, and control projects	Understand customer needs and expectations, develop effective communication skills and handle customer inquiries and complaints professionally.
09	Soft Skills / Personal Effectiveness	To enhance personal and professional skills	Understand project lifecycle phases, develop project plans, allocate resources, manage risks, monitor progress and adapt as needed
10	Communication and Business Writing Program	To improve written and verbal communication	Improve communication, time management, and teamwork skills and enhance emotional intelligence and adaptability
11	Branding and Merchandising Course	To create and manage brand identity	Develop effective business writing skills and communicate clearly and persuasively
12	Digital Marketing Program	To master digital marketing channels	Understand brand positioning, visual identity, and merchandising strategies
13	Value Creation Management	To create value for stakeholders	Learn SEO, social media, content marketing, and analytics Understand value drivers, innovation, and sustainable practices.
14	Social Media Marketing	To leverage social platforms for marketing	Develop effective social media campaigns and engagement strategies

Our courses are available as customized or open programs, delivered in-person for hands-on learning or via facilitator-led online sessions for convenience and flexibility. Call/Whatsapp on 07011962027 or send a mail to info@cppl.com.ng for enquiries.