

Specially designed for managers who address marketing, sales, and product development issues

PROGRAM START - Year 2006

MODULES of the PMM Program

- PMM 1 - MARKETING PLANNING
- PMM 2 - PRODUCT/SERVICE MANAGEMENT
- PMM 3 - MARKET BEHAVIOR AND CORPORATE RESPONSE
- PMM 4 - SALES MANAGEMENT SYSTEMS
- PMM 5 - INTEGRATED MARKETING COMMUNICATIONS



"MIND THE GAP"™

UPON COMPLETION PARTICIPANTS WILL BE ABLE TO:

- Evaluate external/internal factors to develop marketing plans to address market needs
- Coordinate functional resources within the company at a product/service level
- Use marketing research techniques to understand consumer behavior
- Develop corporate strategy in response to the market knowledge acquired.
- Develop effective motivational and control systems for sales force management.
- Create a coordinated communication program that matches the company's message with the market needs

"...Highly credentialed international business professionals manage the BEIED Certificate Programs. Key personnel have a detailed and comprehensive knowledge of operational insights and managerial skills directly applicable to the current work environment..."

*Mitko Kostov, Market Leader
McDonald's Bulgaria*

WHY BEIED ?

- World-class instructors with prestigious academic background (Harvard, Stanford, MIT, Columbia University and others..) and extensive practise.
- From managers to managers
- Theory delivered trough case-study analyses (Harvard-Style Training)
- Individual approach
 - personal coaching
 - customized curriculum based on group/individual profile
- Homogenous group (managers with similar position in their companies)

"What all businesses are looking for - efficiency...BEIED and its lecturers will not let you down in this aspect. The topics will keep you on alert and at the end – you will be eager for more... BEIED seminars are your chance to keep in step with the rest of the world efficiency.

Miriana Masheva, Entrepreneur

PROGRAM DELIVERY FORMAT:

- The full length of the program is 6 months (5 modules)
- Each module is 4 weeks long
- Each module includes 20 hours of classroom instruction
- Classroom hours are scheduled for Friday afternoon and Saturday - out of working hours

**FOR DETAILED INFORMATION
AND INTERVIEW
REGISTRATION
PLEASE CONTACT
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Previous BEIED events and programs in Bulgaria have enjoyed interest from companies like: Aims Human Capital; American Chamber of Commerce – Bulgaria; AquaSource; Baxter; Bon Marine Shipping Agency; Cefin Iveco; Coca-Cola HBC Bulgaria; Colliers International; Damianitza AD; Devin JSC; ELANA Investment; Forem Consulting Bulgaria; Gastec Bulgaria AD; Hebros Bank; Huts/Spot Thompson; HVB Bank Biohim; I.N.A. Trading; ING Bank; KPMG Bulgaria; Lirex BG; McDonald's Bulgaria; Merch Sharp & Dohme IDEA Inc.; Microsoft Bulgaria; Nokia Bulgaria; Orbitel; Paper Factory Stamboliyski AD; Sanofi – Synthelabo; Schneider Electric Bulgaria SIEMENS; The World Bank; TM Auto; Tumbleweed; UNISYS; United Bulgarian Bank; XEROX Bulgaria