



Marketing Institute  
of Singapore

2023

COURSE LISTING  
(JULY - DEC)



## EXECUTIVE DEVELOPMENT SERVICES

**CUSTOMIZABLE IN-HOUSE TRAININGS**

**SDF-APPROVED COURSES AVAILABLE**

**VIRTUAL LEARNING OPTION AVAILABLE**



## ABOUT MIS

Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing. MIS also plays a leading role in providing training, learning and development solutions to professionals and corporations in Singapore and around the region. Through its professional learning and development programmes, MIS has helped create and connect over 50,000 Sales and Marketing professionals, and through its diverse series of events, has offered numerous networking opportunities for thousands of members. MIS continues to collaborate and participate in marketing events both in Singapore and in the region as the representative body to the 17-member Asia Marketing Federation (AMF).

**50 YEARS**  
*OF SERVICE EXCELLENCE*

**9** *SPECIALIZED FIELDS*

*OVER*  
**180**  
*COURSE OFFERINGS*





Executive Development

## EXECUTIVE DEVELOPMENT SERVICES (EDS)

*Continuous Training, Learning & Development for Professionals and Corporations*

MIS Executive Development Services (EDS) remains the preferred training partner of many organizations with our comprehensive list of courses in the fields of: Business Management, Communications, Event Management, Human Capital Management, Leadership, Marketing, Sales, Service Excellence and Personal Effectiveness.

With more than 180 Executive Development Programmes available, MIS continue catering to the skill-upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends and knowledge. Our custom-designed training programmes also help organisations identify gaps in their workforce competencies and optimise training ROI by tailoring a curriculum to its specific training needs and goals aligned with specialties needed for today's business landscape. MIS remains an advocate of lifelong learning through partnerships with government agencies such as Workforce Singapore (WSG), SkillsFuture Singapore (SSG) and e2i to support and nurture our local workforce.

## MEMBERSHIP SERVICES

*Connecting a Community of Marketers.*

MIS is the one place that connects you to the largest fraternity of sales and marketing professionals in Singapore. Through the regular, high-quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge. Whether you are looking to expand your network of like-minded peers, or keen to build up your expertise in the dynamic field of marketing, we have the connections to steer you and your organisation in the right direction.



## BUSINESS MANAGEMENT AND LAW

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Business Law	Catherine Tay		14-15			29-30		\$814.50	\$905
Assessing Marketing & Business Development Initiatives (Having Costs & Benefits In Mind)	Ck Chow			19				\$508.50	\$565
Be Ready for Personal and Professional Change Management	Ck Chow			7-8		2-3		\$814.50	\$905
Business Planning & Budgeting	Ck Chow						13	\$634.50	\$705
Company Law for Business Managers	Catherine Tay		11			3		\$508.50	\$565
Contract Administration & Management	Catherine Tay		28-29		9-10		4-5	\$904.50	\$1,005
Contract Compliance – Increasing Contract Management Skills, Variations & Dispute Strategies in Covid-19 climate: Effectively Monitoring Contracts throughout its life-cycle	Catherine Tay	10-11			12-13			\$1,080.00	\$1,200
Contract Law - Understanding the Concepts of a Contract	Catherine Tay	13-14		21-22		6-7		\$814.50	\$905
Contract Law for Non-Legal Professionals	Catherine Tay		17		4		1	\$508.50	\$565
Contracts - Reading, Preparing & Understanding Implications of Terms & Conditions: Best Practice Tips & Pitfalls in Making Contracts NEW	Catherine Tay			13-14		20-21		\$1,080.00	\$1,200
Contract Risk Management in Oil & Gas Industry	Catherine Tay	3-4			30-31			\$904.50	\$1,005
Creative Problem Solving and Decision Making	Daniel Lee/ Dave Phua			4-5			7-8	\$724.50	\$805
Developing Winning KPIs for Peak Performance	Cecilia Sim	5			11			\$508.50	\$565
Dinosaur or Chameleon? -Change Management In the Disruptive World	Micheal Lum		28-29					\$724.50	\$805
Finance for Non-Finance Professionals	Ck Chow		22-23					\$634.50	\$705
Essentials of Preparing & Negotiating Contract Terms	Catherine Tay	24-25		4-5		9-10		\$814.50	\$905
Fundamentals of Intellectual Property Rights for Strategic Business Planning	Catherine Tay		4			22		\$508.50	\$565
Impact of COVID-19 on Business Contracts	Catherine Tay						22	\$508.50	\$565
IT / Computing - Practical & legal enviroment NEW	Catherine Tay						29	\$508.50	\$565
Law of agency - Selling through an agent	Catherine Tay		19		20			\$508.50	\$565
Managing & Implementing Effective Corporate Governance Structures	Catherine Tay	17-18					13-14	\$814.50	\$905
Mass Media Law Management and Ethics	Catherine Tay						21	\$508.50	\$565
New Code of Conduct for Leasing of Qualifying Retail Premises	Catherine Tay		16			1		\$508.50	\$565
Procuring, Implementing & Managing Public-Private Partnerships (PPP) Contract for Non-Legal Professionals	Catherine Tay						26-27	\$904.50	\$1,005
Service Level Agreement (SLA) in Outsourcing Contracts - Mastering Techniques to Negotiate, Develop & Manage SLAs Effectively	Catherine Tay	4-5		11-12		20-21		\$904.50	\$1,005

## BUSINESS MANAGEMENT AND LAW

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Shareholders' Agreements in Private Equity Transactions	Catherine Tay		4		5	8		\$509.00	\$565
Strategic Legal Writing for Managers	Catherine Tay	5			6			\$508.50	\$565
Structuring Joint Ventures & Strategic Business Alliances – Practical & Legal Considerations	Catherine Tay						22	\$508.50	\$565
Tenancy Agreements - Landlord & Tenant Law	Catherine Tay		21-22			23-24			\$1,005
Tendering & Bidding Process Management - Practical & Legal Aspects in Procurement	Catherine Tay			18-19		27-28		\$904.50	\$1,005
Understanding Contract Interpretation & Drafting Standard Commercial Clauses	Catherine Tay	27-28			23-24		23-24	\$804.00	\$1,005
Understanding Legalities in Project Management for Non-Legal Professionals	Catherine Tay			7-8			21-22	\$904.50	\$1,005
Understanding Wrongful Acts in Business Management - Torts & Legal Remedies	Catherine Tay						20	\$508.50	\$565
Understanding, Managing & Complying Your Obligations under Personal Data Protection Framework (PDPA)	Catherine Tay						26	\$509.00	\$565
Workplace Issues - Intellectual Property, Harassment, Non-Compete, Confidentiality, Termination & Dismissal Issues	Catherine Tay					22		\$509.00	\$565

## MARKETING

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Advanced Marketing Strategies - Driving Business Growth & Sustainability	Cecilia Sim		10-11			9-10		\$814.50	\$905
ChatGPT-Accelerated Digital Marketing Masterclass	Ivan Wong	27-28			12-13			\$814.50	\$905
Climate Change & Sustainability Impact on Business	Peter Loh	10	7	11	2			\$508.50	\$565
Developing a Business & Marketing Plan	Tina McDowell	17-18			12-13			\$724.50	\$805
Developing a strategic marketing plan	Cecilia Sim	18-19			18-19			\$814.50	\$905
Digital Advertising (FB & Google Ads) Masterclass	Ivan Wong		18-19		19-20			\$814.50	\$905
Digital Analytics Masterclass (GA4, GTM, Looker Studio)	Ivan Wong		3-4		26-27			\$814.50	\$905
Effective Marketing Strategies	Cecilia Sim	25-26			5-6			\$724.50	\$805
Integrated Digital Marketing Strategies	Martin Ross	27-28	28-29	28-29	26-27	27-28	28-29	\$724.50	\$805
Methods Of Persuasion: Secret to Get More 'Yes' From Others	Tylus Lim			21			4	\$508.50	\$565
Neuromarketing Bootcamp : Activating the "Buy Mode" in Your Customer's Brain	Tylus Lim	12-13			26-27			\$724.50	\$805
Persuasive Writing - How To Influence People With What You Write	Tylus Lim		18			6		\$508.50	\$565

## MARKETING

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Resilience – Transforming Obstacles to Opportunities	Andrew Cheah	6		21		30		\$508.50	\$565
Sales & Marketing Strategies for Alignment of Business Solutions for Existing & New Accounts	Tina McDowell	20-21				23-24		\$634.50	\$705
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim			13-14		23-24		\$814.00	\$905
Methods Of Persuasion: Sceret to Get More 'Yes' From Others	Tylus Lim			21			4	\$508.50	\$565.00
Strategic Legal Writing for Managers	Catherine Tay	5						\$508.50	\$565.00
Persuasive Writing - How to Influence People With What you Write	Tylus Lim		18			6		\$508.50	\$565.00
Shareholders' Agreements in Private Equity Transactions	Catherine Tay					8		\$508.50	\$565.00

## SALES

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Accelerating Sales Growth with Effective Virtual Consultative Selling – The New Normal	Cecilia Sim	27-28			26-27			\$814.50	\$905
Analysing Customer Behaviour And Body Language	Ng Ping Ping / Shankar G			25-26			14-15	\$724.50	\$805
Art of Starting Sales Conversations	Ng Ping Ping			7			1	\$724.50	\$805
Building Stronger Customer Relationships	Ng Ping Ping / Evalina Lim			13			20	\$508.50	\$565
Clowning As An Engagement Technique To Build Effective Teams	Shanice Stanislaus				6			\$509.00	\$565
Consultative Selling Skills	Stanis Benjamin / Graham Carter	20-21			19-20			\$724.50	\$805
Creating Competitive Differentiators In A Digital Marketplace	Stanis Benjamin / Ho-Tan Whai Aun		11			8		\$724.50	\$805
Cross Selling Techniques to Drive Higher Revenue & Profits	Stanis Benjamin / Ho-Tan Whai Aun		7			1		\$724.50	\$805
Connecting With Customers- Rapport and Relationship Building Techniques	Stanis Benjamin / Clare Lim	26			25			\$508.50	\$565
Corporate Strategies and Skills For Business Development	Stanis Benjamin/Ho Tan Whai Aun			12			19	\$508.50	\$565
Developing An Effective Sales Training and Coaching Program	Stanis Benjamin/Ho Tan Whai Aun			14-15			4-5	\$508.50	\$565
Developing Effective Sales Managers	Stanis Benjamin/ Alan Phua		24-25			23-24		\$724.50	\$805
Driving Critical Skills and Habits for personal and professional effectiveness	Cecilia Sim		1-2				14-15	\$814.50	\$905
Effective Pricing Strategies & Tactics	Tina McDowell		14-15			16-17		\$724.50	\$805

## SALES

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Effective Sales leadership and management for Peak Sales Performance	Cecilia Sim			21-22			19-20	\$814.50	\$905
Effective Sales Mindset (Breaking Performance Barriers)	Stanis Benjamin / Shankar G	19			11			\$508.50	\$565
Effective Sales Negotiation for Long-Term Profitable Business Relationship	Cecilia Sim		22-23			23-24		\$814.50	\$905
Effective Selling Skills for Maximum Results	Cecilia Sim	20-21			3-4			\$814.50	\$905
Engaging Your Audience With Humour	Stanis Benjamin/ Shanice Stanislaus		16			22		\$508.50	\$565
Increasing Sales Capabilities and Competencies	Stanis Benjamin/Clare Lim			11			18	\$508.50	\$565
Increasing Sales Productivity & Performance	Stanis Benjamin / Ho-Tan Whai Aun	12			2			\$634.50	\$705
Inside Sales Strategies & Skills	Yvonne Wu/ng Ping Ping	5-6			3-4			\$634.50	\$705
Key account Selling and Management	Cecilia Sim			28-29			7-8	\$814.50	\$905
Managing & Engaging with Distributors	Tina McDowell			11-12			4-5	\$634.50	\$705
Managing Sales Objections and Obstacles	Stanis Benjamin / Charles Tai		8			15		\$724.50	\$805
Negotiation Skills for Sales & Marketing Professionals	Ho-Tan Whai Aun / Stanis Benjamin	13-14			5-6			\$634.50	\$705
Onboarding New Sales Professionals-Training Techniques	Stanis Benjamin/ Clare Lim	24-25			26-27			\$724.50	\$805
Power Booster For Salespersons	Cheryl Sum			15		10		\$508.50	\$565
Sales Coaching Skills For Managers and Leaders	Stanis Benjamin/ Alan Phua		18-19			16-17		\$724.50	\$805
Sales Negotiations and Persuasion Techniques	Stanis Benjamin/Ho Tan Whai Aun			28-29			28-29	\$724.50	\$805
Solution Sales Strategies & Skills	Stanis Benjamin / Ho-Tan Whai Aun		1-2			2-3		\$724.50	\$805
Strategies To Differentiating Your Sales Process	Stanis Benjamin / Claire Lim			20			6	\$508.50	\$565
Techniques to Closing Sales	Stanis Benjamin / Shankar G		3-4			9-10		\$634.50	\$705
Winning sales opportunities with effective tele-sales strategies and techniques	Cecilia Sim			12			6	\$508.50	\$565
Winning Sales Pitches & Presentations that Drive Conversions	Stanis Benjamin / Claire Lim	17-18			12-13			\$724.50	\$805

## COMMUNICATION

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Becoming A Global Individual	Dr Ameen Talib		16	14				\$508.50	\$565
Better grammar/ Better speech for professional business communication	Valerie Valberg-Yeoh		22-23		9-10			\$724.50	\$805
Communicate to Influence	Samantha Sim	14		18		15		\$508.50	\$565
Copywriting for Marketing Materials (Virtual)	Gael Lee / Hart Lai		22-23				7-8	\$724.50	\$805
Developing A Strategic PR Communications Plan	K Bhavani						7	\$724.50	\$805
Developing Influencing Skills to Achieve Successful Outcomes	Cecilia Sim	12-13		19-20				\$814.50	\$905
Digital Media Relations	Gregory Tan	11-12			12-13			\$724.50	\$805
Effective Crisis Management Communications	Gregory Tan		22-23		23-24		19-20	\$724.50	\$805
From Data to Sign - Infographics Essentials	Chris Seow		21-22		23-24			\$814.50	\$905
How to price products/services?	Dr Ameen Talib		23-24	20-21				\$904.50	\$1,005
Internal Communication Strategies - From Employee to Brand Champion	Ms Sharlyn Stafford	13-14	22-23	7-8	12-13	7-8	12-13	\$814.50	\$905
Mastering Corporate Communications	Gregory Tan		14-15		19-20		4-5	\$724.50	\$805
Perfecting the Media Pitch	K Bhavani					28		\$508.50	\$565
Persuasive Presentation Skills	Shirley Han	10-11		11-12		6-7	1-2	\$814.50	\$905
Speak with Confidence for Personal & Professional Success	Stanis Benjamin/ Ho-Tan Whai Aun			7-8			7-8	\$634.50	\$705
Stakeholder Relationship Management	Rowena Lim	5-6	1-2	1	5-6	2-3	7-8	\$814.50	\$905
Understanding and Applying Design Thinking	Dr Ameen Talib		21	6				\$508.50	\$565
Writing for Publications	Gael Lee		1-2				19-20	\$724.50	\$805
Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty	Gael Lee			16		24		\$508.50	\$565
Effective Technical Presentations	Samantha Sim		10-11				7-8	\$634.50	\$705

## LEADERSHIP

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Critical Thinking Skills for Breakthrough Performance	Raymond Thomas			11-12				\$904.50	\$1,005
New Managers, New Leaders Bootcamp	Raymond Thomas		14-15			20-21		\$904.50	\$1,005
Personal Leadership – Motivating Self & Others to Achieve Peak Performance	Stanis Benjamin / Claire Lim			4-5			13-14	\$724.50	\$805
Supervisory Skills for Managers	Raymond Thomas		24-25				4-5	\$724.50	\$805



## HUMAN CAPITAL MANAGEMENT

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Managing Difficult Colleagues & Situations at Work	James Suresh		15-16		17-18			\$644.00	\$805
Building High Performance Teams	Charlene Teo/ Dave Phua		15-16			15-16		\$724.50	\$805

## EVENT MANAGEMENT

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Planning & Managing Events	James Suresh			20-21			18-19	\$724.50	\$805
Executive Certificate in Event & Business Management (Face to Face)	Dr Rob Harris				17-19			\$1,350.00	\$1,500

## SERVICE EXCELLENCE

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Effective Telephone Techniques to Engage & Influence Customers	Ng Ping Ping / Claire Lim		10-11					\$634.50	\$705
Managing Customer Complaints & Feedback - Writing with Empathy and Tact	Samantha Sim		3-4		19-20		4-5	\$634.50	\$705
Managing Customer Expectations for Frontline Professionals	Samantha Sim			11-12			11-12	\$634.50	\$705
Managing Difficult Customers Professionally	Samantha Sim	7		15		3		\$508.50	\$565
Effective Telephone Techniques to Engage & Influence Customers	Nica Foo					6-7		\$634.50	\$705

## PERSONAL EFFECTIVENESS

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec	Course Fees (\$)	
								member / non-member	
Enhancing EQ with Body Language	Michael Lum				23-24			\$724.50	\$805
Enhancing Relations Through Emotional Intelligence	James Suresh	6		6				\$508.50	\$565
Personal Effectiveness & Innovation Techniques	Celina Gan/ Dave Phua		28				15	\$508.50	\$565
Polish Up Your Professional Image for Career Advancement	Teo Ser Lee		17			23		\$508.50	\$565
Thinking Of Yourself As A Brand	Cheryl Sum		21			17		\$508.50	\$565
Time & Stress Management	Samantha Sim		7		16		1	\$508.50	\$565
Whole Brain Memory Skills & Speed Reading	Michael Lum			25-26				\$724.50	\$805
Workplace Interpersonal Skills	Cecilia Sim		17-18		16-17			\$724.50	\$805



MIS MEMBERSHIP APPLICATION FORM

Affiliate (AMIS) ☐

Affiliate membership is opened to individuals who at the time of application is taking or proposing to take a course of study with MIS

Duration	<input type="checkbox"/> 1 Year
One-Time Entrance Fee	Waived!
Annual Subscription Fee	S\$100.00
Discount (%) For Subscription Fee	-
Total Payable After 8% GST	S\$108.00

Associate (ASMIS) ☐

Any Singaporean or permanent resident who is at the time of application is eligible for associate membership

Duration	<input type="checkbox"/> 1 Year
One-Time Entrance Fee	Waived!
Annual Subscription Fee	S\$100.00
Discount (%) For Subscription Fee	-
Total Payable After 8% GST	S\$108.00

Associate Int'l (IAMIS) ☐

Associate (International) membership is opened to foreign citizens individuals who at the time of application

Duration	<input type="checkbox"/> 1 Year
One-Time Entrance Fee	Waived!
Annual Subscription Fee	S\$200.00
Discount (%) For Subscription Fee	-
Total Payable After 8% GST	S\$216.00

PLEASE FILL UP ALL FIELDS IN THIS FORM

I. PERSONAL DETAILS

Name (Mr/Ms/Mrs/Mdm/Dr/Prof)\* : \_\_\_\_\_ NRIC / Passport No.: \_\_\_\_\_  
Date of Birth (dd/mm/yyyy): \_\_\_\_\_ Gender: ☐ M ☐ F Nationality: \_\_\_\_\_ Race: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Email: \_\_\_\_\_ Contact No.: \_\_\_\_\_ (Mobile) \_\_\_\_\_ (Home) \_\_\_\_\_ (Office)

II. PRESENT EMPLOYMENT

Name of Company: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
Industry Type: \_\_\_\_\_ Designation: \_\_\_\_\_ Year(s) of Working Experience: \_\_\_\_\_

III. ACADEMIC QUALIFICATIONS (Please submit a copy of your highest qualifications via post, email or fax)

Highest Qualifications: ☐ Doctorate ☐ Masters ☐ Degree ☐ Diploma ☐ Certificate ☐ Others (please specify): \_\_\_\_\_  
Name of Institute: \_\_\_\_\_ Name of Qualification: \_\_\_\_\_  
I am a graduate of MIS. ☐ Yes ☐ No Year of Graduation: \_\_\_\_\_

IV. SPECIAL INTEREST GROUP

☐ Digital Marketing ☐ Branding ☐ Sales ☐ International Business

V. WHY DID YOU DECIDE ON TAKING MIS MEMBERSHIP? (You may tick more than one)

☐ Networking Opportunities, Activities, talks & events at preferential rates ☐ Discounts on Executive Development / Training Programmes ☐ Attractive Gifts & Promotions  
☐ Others (please specify): \_\_\_\_\_

VI. MODE OF PAYMENT\* (Please refer to table of membership for correct amount payable)

Total Amount Due (inclusive of GST): \_\_\_\_\_

☐ BY CHEQUE  
Cheque No. \_\_\_\_\_ Bank \_\_\_\_\_  
Please indicate your name, NRIC and contact no. on the reverse side of the cheque. (payable to "The Marketing Institute of Singapore")  
☐ BY CASH  
Please visit our office payment counter with this form  
☐ BY CREDIT CARD  
☐ VISA ☐ MASTER  
Card No.:  
\_\_\_\_\_  
CVV Code:  
\_\_\_\_\_  
Expiry Date: \_\_\_\_\_ (mm/yy)  
Cardholder's Name : \_\_\_\_\_ Cardholder's Signature : \_\_\_\_\_

\*Please circle/tick where appropriate

Declaration

☒ I confirm that all informed given is true and correct. In accepting the membership, I agree to abide by the Constitution of the Institute.  
☒ I hereby declare that the Marketing Institute of Singapore has the right to use the above information for the membership.  
☒ I understand that the membership application is subject to approval and membership subscription fee is non-refundable.  
☒ I understand it is my responsibility to notify the Institute of any change in mailing/email address and other personal particulars.  
The institute will not be responsible for any loss or damage that may arise due to incorrect or outdated records.

\_\_\_\_\_  
Name of Applicant Signature Date

YOU MAY SEND THE FOLLOWING FORM:

By Mail  
229 Mountbatten Rd, #03-02  
Mountbatten Square, Singapore 398007  
By Email  
membership@mis.org.sg

Scan to register



For enquiries, please call 6327 7580 or visit [www.mis.org.sg](http://www.mis.org.sg)

# CUSTOMISED CONTENT FOR CORPORATE TRAINING NEEDS

Tailor training programmes that will  
fulfill your specific business needs and maximise  
your training ROI

**01**

Understand Key  
Business Issues  
& Challenges

**02**

Capability  
Gap Analysis

**03**

Training Needs  
Assessment

**04**

Course Design  
& Development

**05**

Course  
Implementation  
& Review

For course enquiries, call us at (+65) 6327 7580 or e-mail to [seminars@mis.org.sg](mailto:seminars@mis.org.sg).  
For more info, visit [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars).  
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