



Training Course Information Form

Course Information

Course Name: Container Terminal Marketing (L96)

Institute/Centre: Port Training Institute **Course Code:**

Type: Program Course Workshop

Course Duration: 5 Days 3 Days 1 Days Other

Course Conducted: Local International Indicate: A.R.E

Course Venue: Anywhere

Course Language: English Arabic Both Other

Course Description

Course Outlines

1. Concept of Container Terminals Marketing
2. Marketing Methods for Container Terminals:
3. Marketing Strategies
4. Effective Pricing for Container Terminals Services
5. Marketing Plan
- 6.

Course Objectives:

- Empowering marketing candidates with the ability to professionally and skilfully execute marketing activities for container terminals.

Course Includes: Theoretical Fire Training Module Laboratory
 Workshop Site Visit

Course Prerequisites: Not Required

Who Should Attend: Management of Container Terminals.

No. of Participants/Course: 5-10 10-15 15-20 Other

Qualifications of Participants:

- At least Average: University Degree

No. of Lecturer: 1 2 5

No. of Assistance: 1 2 3

Course Facilities

- White Board V. Projector Data Show PC Manual
 Books Handouts Flip Charts S/W Other

Course Evaluation

- Written Examination Written Report(s) Presentation Oral Attendance
 Delegates Participation

Certificate Issue:

- Local Premises AASTMT International

Course Registration

Admission and Registration

Department at the Port

Training Institute

Registration:

Beside Gate No. 27 - Outside

Customs Area, Alexandria

Port

Online

Other

Documents Required:

Registration Form

ID/Passport
Copy

Photo