



Strategic Marketing Management

The Strategic Marketing Management Workshop (SMM) focuses on the process of implementing your business mission through specific and strategic processes in order to maximize your marketing plan. The importance of three phases of strategic Marketing Management i.e. planning, implementation and evaluation. Participants will follow each phase step by step and discover more the other dimensions on Marketing mixed, innovation and business advantage, new opportunities for Posts, customer insights, marketing thinking exercises and sharing case study etc.

Marketing Mix	Marketing thinking exercises	Product innovation
Reinvention of Posts	Product Portfolio Matrix	Marketing innovation
Customer insights	Case Studies	Site Visits
Plan, Implement and Evaluate	Innovation culture	Strategic Marketing Management



Mr. Anucha, who has been re-appointed APPC in January 2023, will deliver the ABM course. He has gained a lot of experiences from his past experiences as Course Director of APPC during 2014-2019. Many in-house courses have been conducted including the External Training Programs (ETP) abroad such as Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Myanmar, Sri Lanka, Timor Leste and Vietnam. With a background in Thailand Post over 30 years experiences working in various areas such as International postal operations, Logistics Management and Sales and Marketing etc.

