

## **Marketing - 2**

Market Research

Market Share Ratings

Market Surveys

Marketing Strategy

Mass Merchants

Multi-Channel Distribution

Multi-Channel Sales

Multimedia Advertising

Multimedia Marketing

Communications

National Account Management

Negotiations

New Market Development

New Product Introduction

Product Development

Product Launch

Product Lifestyle Management

Product Line Rationalization

Product Positioning

Profit & Loss (P&L) Management

Profit Growth

Promotions

Public Relations

Public Speaking

Revenue Growth

Revenue Stream

Sales Closing

Sales Cycle Management

Sales Forecasting

Sales Presentations

Sales Training

Solutions Selling

Strategic Market Planning

Tactical Market Plans

Team Building/Leadership

Trend Analysis