

On July 20th, the training titled “Marketing & Sales” was delivered to three companies in Shirak marz, as requested by UMCOR. The training consisted of five parts and two exams. In order to evaluate the results of the training, the same exam was given to all participants before and after the training. It was composed of 10 true or false, 10 multiple choice and two essay questions. The participants scored 37 out of 100 before the training, and 80 out of 100 afterwards. We can say that the level of marketing knowledge increased by 43% after training.

The topics selected for the training were gathered during individual meetings with the directors and employees of the organizations as well as by visiting their plants. The participants noted that the overall training and topic relevance were “excellent” on their evaluations.

The training was divided into the following five parts:

Introduction to marketing

Product pricing, promotion and distribution

Marketing Research

Marketing segmentation and target market selection

Marketing Environment

Anahit from UMCOR has participated on training and her comments was the following

“Thanks for conducting the training! I am sure all the participants enjoyed it”.

