



Certified Product Marketing Manager participants' testimonials AIT April 9-11, 2009

'It covers a significant part of Product Marketing Management.'

'Key to this course: Strong communication and teaching skills of Mr. Lee Shaeffer.'

'A lot of areas covered with its theoretical perspective.'

'In a 3day course it covers a lot of marketing aspects, sufficient to give enough introductory information to new marketers and to refresh the elders' memory.'

'Good content, useful examples, practical application of the content in real business life.'

'Interactive with actual cases scenarios and examples very useful in every- day business.'

'Course efficient, organized and performed excellently'

'Targets product marketing managers in a well-defined and clear manner.' Loukas Balis,
oteglobe

'It addresses the basics of PMM and gives a thorough approach of the functions.'

'Mr. Shaeffer was really well prepared to cover all possible questions and was able to provide us all the information needed.'

'It was a very educating program, exactly on the field of CPMM.'

'It is concise and a very good reference for theory refreshment.'

'Thank you for the excellent organization and the chance to enhance my knowledge through the specific course.'

'A quick overview of the main strategic aspects of Product Marketing Management.'

'The CPMM course was very useful for me, since I did not have any theoretical background.'

'An excellent opportunity to fresh my skills.'

'A great course for the Product Marketing. Mainly focused on the consumer product techniques.'

'Identification of fundamental & major key marketing principals that drive a company's decisions- a crash course assisting PM & PMM to identify underlying principles.'

'A crash course in product marketing delivering the principles of marketing efforts & tools available to create & maintain a successful strategy.'

'Thanks to AIT's vision, which is accomplished by the innovative programs it offers, participants have the opportunity to value professionalism in a more determined perception & approach.' Vicky Eleftheriou, ictc