

HRODC Postgraduate Training Institute

A Postgraduate-Only Institution

229

**Oil and Gas – Petroleum – Marketing
Management**

Course or Seminar

Leading To:

**DIPLOMA – POSTGRADUATE IN
Oil and Gas – Petroleum – Marketing Management**

Accumulating to

**POSTGRADUATE DIPLOMA
Progressing To A Masters Degree –
*MBA – MSc - MA***

Course Coordinator:

Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

Prof. Crawford was an Academic at:

- University of London (UK);
- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

**For Whom This Course is Designed
This Course is Designed For:**

- Finance Directors and Managers;
- Financial Controllers;
- Chief Accountants;
- Treasury Officers;
- Asset Accountants;
- Joint Venture Accountants;
- Management Accountants;
- Internal and External Auditors;
- Government Regulators;
- Financial Analysts;
- Public Accountants;
- Government Ministers;
- Chief Executives;
- Managing Directors;
- Engineers and Geologist.
- Drilling & Refinery Managers;
- Marketing & Sales Directors & Managers;
- Others interested in the operation of the Oil and Gas Industry, its regulation, exploration, production, and accounting systems;

Duration: 6 Days

Cost:£6,000.00 Per Delegate

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals taking courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate – in **International Petroleum – Oil and Gas – Marketing Management**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

HRODC Postgraduate Training Institute's Complimentary Products include:

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course/ Programme Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

****Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.****

Daily Schedule: 9:30 to 4:30 pm.

Location: Central London and International Locations

International Petroleum – Oil and Gas – Marketing Management Leading to Diploma-Postgraduate in International Petroleum – Oil and Gas – Marketing Management

Course Objectives

By the conclusion of the specified learning and development activities, delegates will be able to:

- Gain expertise in general and specific marketing issues;
- Design and implement an effective marketing strategy;
- Effect a sustainable marketing Campaign;
- Demonstrate an understanding of the salient factors affecting the price of oil;
- Use PESTEL Analysis to predict future oil prices;
- Demonstrate an enhanced knowledge of the value and problems of spot-selling of oil and gas;
- Provide an informed advice on the role of the 'Futures Market' in driving the price of oil;
- 'Position' their establishment to take advantage of oil and gas consumers' desire to 'Hedge'!
- Demonstrate an understanding of oil as gas derivatives;
- Demonstrate an enhanced understanding of the 'Derivatives Market'.

Course Contents, Concepts and Issues

Part 1: Marketing: An Introduction

- What is Marketing?;
- Client/Customer Needs and Wants;
- Selling vs. Marketing;
- Classical Marketing Philosophy: The 5 Ps of the Marketing Mix:

Part 2: Marketing: Creating and Capturing Customer Value

- Defining and Deconstructing Marketing;
- Understanding the Marketplace and Customer Needs;
- Designing a Customer-Driven Marketing Strategy;
- Preparing an Integrated Marketing Plan and Program;
- Building Customer Relationships;
- Capturing Value from Customers;
- The Changing Marketing Landscape.

Part 3: Company and Marketing Strategy: Partnering to Build Customer Relationships

- Companywide Strategic Planning: Defining Marketing's Role;
- Designing the Business Portfolio;
- Planning Marketing: Partnering to Build Customer Relationships;
- Marketing Strategy and the Marketing Mix;
- Managing the Marketing Effort;
- Measuring and Managing Return on Marketing Investment.

Part 4: Analysing the Market for the Crude Oil

- Essentials of Crude Oil:

- Crude Oil Price:
- Crude Oil Prices and

Service Contract, incorporating Terms and Conditions

Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.

https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute