



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 24 May 2026 To 28 May 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## **Introduction**

This 5-day professional course, "Product Launch and Go-to-Market Planning", is designed to equip participants with the essential skills and knowledge needed to successfully introduce a product to the market. Through comprehensive sessions, interactive workshops, and practical case studies, attendees will learn how to develop a robust go-to-market strategy, align cross-functional teams, and execute a successful product launch.

## **Objectives**

### **Course Outlines**

**Day 1: Introduction to Product Launch**

**Day 2: Go-to-Market Strategy Development**

**Day 3: Cross-functional Team Alignment**

**Day 4: Execution of Product Launch**

**Day 5: Post-Launch Evaluation and Optimization**