



**MARKETING  
INSTITUTE OF  
SINGAPORE**

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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE – THE ONLY PRIVATE EDUCATION INSTITUTION (PEI)  
OFFERING 50 PER CENT DISCOUNT ON EXECUTIVE DEVELOPMENT PROGRAMMES  
TO ITS STUDENTS  
With savings of up to more than \$400 per programme**

**Singapore, 29 April 2009** – In its latest initiative to support the Government’s call for workers to upgrade and retrain themselves in anticipation of the nation’s economic recovery, the Marketing Institute of Singapore has drawn up a subsidy plan for its part and full-time students to benefit from its selected Executive Development Programmes at half the cost.

The Marketing Institute is known as the leading provider of sales and marketing executive development programmes in Singapore and its programmes are attended mostly by PMETs. Its team of accredited, highly-experienced and inspiring trainers bring with them a potent combination of management experience, practitioner knowledge and industry know-how in their respective fields of profession to deliver active learning courses that serve training needs across industries, while providing a nexus for learning and networking for corporations and individuals.

“The PMETs are a highly-affected lot in this unfortunate downturn. We hope to heed the Government’s appeal for workers’ retraining and upgrading by subsidising half the costs involved in such a process to our part and full-time students, many of whom are PMETs who have been affected badly in this recession,” commented Mr Jeffrey Gomez, Director of Executive Development and Membership Services at the Marketing Institute of Singapore.

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**About the Marketing Institute of Singapore**

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students; sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of “Creating Marketers”.

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