



Marketing and Innovation for Posts

Marketing and Innovation is identified as a search for creative and new solutions to challenges and needs. For Post to become more competitive and improving its performance, the Post must constantly develop new products as well as marketing and innovation strategies. The Post needs to increase the competitiveness, increase the work productivities as well as change the corporate culture amidst the digital transformation and changing customer's behavior. The Marketing and Innovation for Posts (MIP) course is designed for the managers who are directly working in marketing, strategy formulation, business development, human resource, operations and Post office management either at headquarters or at operational level. The end result of this program should come out with marketing and innovation strategy and plans.

Current Environment of Posts	Innovation Strategy	Innovation Management
Strategic imperatives for Posts	Digital and Social media Marketing	Case Study from Posts
Marketing Mix	Leadership and Team Work	Site Visits
Marketing strategy	Digital Transformation	Group Exercises



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **MIP Course**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Have conducted many in-house courses including the External Training Programs (ETP) abroad such as Bhutan, Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Mongolia, Myanmar, Sri Lanka, Timor Leste, USA and Vietnam. Have worked in Thailand Post for over 30 years and have worked in various areas such as International Postal Operations, Logistics Management and Marketing and Sales etc., he can contribute his knowledge and expertise to all participants and the Posts.

