



Marketing and Innovation for Posts

Marketing and Innovation refers to creating and using new, significant marketing methods or strategies to gain a competitive edge, better meet customer needs, or enter new markets, often leveraging technology, research, and creativity for business growth. It's about adapting established marketing practices through new ideas, technologies, and approaches to drive sales, improve customer engagement, and stay relevant in dynamic markets, essentially marrying marketing's customer focus with innovation's newness. 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	Technology Integration	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. He has conducted many in-house courses including the External Training Programs (ETP) abroad such as Bhutan, Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Mongolia, Myanmar, Philippines, Sri Lanka, Timor Leste, USA and Vietnam. He has worked in Thailand Post for over 30 years and has 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.

