



London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 28 June 2026 To 02 July 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