



IBA

Institute of Business Administration
University of Dhaka

ADMISSION NOTICE

Digital Marketing Competencies (DMC)

A FOUR-FRIDAY COURSE

BACKGROUND AND COURSE OVERVIEW

In the era of 4th industrial revolution “Digital Marketing Competencies” (DMC) is ideal for anyone involved in planning, implementation or measurement of digital strategies through media particularly in social media. Moreover, this is designed for those who would like to pursue a career in digital marketing. This program will bring the participants up-to-speed on the fundamental elements of any solid social and digital marketing campaign independently and also as a part of marketing communication.

TARGET AUDIENCE

This marketing course is for:

- Professionals who need to understand digital marketing or get more out of their digital channels
- Marketers who want to fast-track their career or improve their position in the market communication division
- Small business owners who need to maximize online channels for growing their business

COURSE SCHEDULE

Training will be conducted for 4 (four) weeks. Therefore, a total of 20 contact hours will be conducted. The class timing will be:

Friday : 3:00 PM - 5:30 PM
6:00 PM - 8:30 PM

The last date for submission of application is Thursday, July 25, 2019. Classes will start from Friday, August 23, 2019.

ELIGIBILITY CRITERIA

Prospective candidates must meet the following criteria for admission:

- Bachelor’s degree in any discipline;
- Minimum 2 (two) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

APPLICATION PROCEDURE & ADMISSION

Candidates who meet the eligibility criteria should apply using the prescribed application form available at www.iba-du.edu. Completed applications are to be submitted at MDP Office, Room# 402 (3rd Floor), IBA, University of Dhaka on any day between 9:30 am to 8:00 pm till Thursday, July 25, 2019. Eligible candidates will be called to appear before an interview board for final selection. Applications will be reviewed on ‘Rolling (First Apply First Call) Basis’.

Applications can also be sent through email at mdp@iba-du.edu

ASSESSMENT & CERTIFICATION

The course assessment will be done through individual & group assignments, presentations, case studies, quizzes and examinations. On successful completion of the course, participants will be awarded a certificate for the course issued by IBA, University of Dhaka.

KEY RESOURCE PERSONS

The resource persons for the program comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading marketing practitioners from the industry will also conduct business sessions.

CONTACT DETAILS

For application and other information please contact:

Management Development Program (MDP)

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