



# IBA

Institute of Business Administration  
University of Dhaka

## ADMISSION NOTICE

### Digital Marketing Competencies (DMC)

#### A FOUR-FRIDAY COURSE

#### BACKGROUND AND COURSE OVERVIEW

Digital Marketing Competencies (DMC) is ideal for anyone involved in planning, implementation or measurement of digital strategies through media particularly in social media. Moreover, who would like to pursue a career in web marketing can be a part of this program. This program will bring you up-to-speed on the fundamental elements of any solid social and digital marketing campaign independently as well as a part of marketing communication.

#### WHO IT IS FOR

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 marketplace
- ) 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 20 contact hours will be conducted. Classes and assessment will be held at the IBA premises. The last date for submission of application is Saturday, February 17, 2018. Classes will start from Friday, March 09, 2018.

#### ELIGIBILITY CRITERIA

Prospective candidates must fulfill 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 fulfilling the eligibility criteria should apply using the prescribed application form available at [www.iba-du.edu](http://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 Saturday, February 17, 2018. 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](mailto: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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University of Dhaka, Dhaka 1000  
Phone: +88-02-9664691  
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