



# DMC

Digital Marketing Competencies



A 4 Friday course offered by  
**Institute of Business Administration (IBA)**  
**University of Dhaka**

## 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.

The course covers the following modules:

**Session 1: Marketing in a Digital World**

**Session 2: Display & Video Advertising**

**Session 3: Social Media & Online PR**

**Session 4: Digital Marketing Analytics**

**Session 5: Email & Mobile Marketing**

**Session 6: Search Engine Marketing (SEM) & Search Engine Optimization (SEO)**

**Session 7: Site Analysis & Practical Tools**

**Session 8: Planning Your Digital Marketing Campaign**

You will leave the course with the necessary building blocks to drive substantial improvement across your digital marketing campaigns.

## WHO IS IT 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 TAKEAWAYS

On the completion of the course, you will be able to:

- gain a clear understanding of the value of digital marketing and why it is a vital component of your overall marketing strategy
- plan, create and effectively manage search, social media, mobile and email marketing campaigns
- integrate your digital marketing plans into your overall marketing strategy
- drive new visitor traffic to your website while improving online conversion rates
- understand how digital marketing can help you grow your business
- identify various online applications and resources that can help build effective and profitable websites
- measure and analyze the visitor traffic to your website to continuously develop and improve your digital marketing efforts

## ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

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

## APPLICATION PROCEDURE

Candidates fulfilling the above requirements 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.

## COURSE FEES

Each participant will have to pay total BDT 22,000/= as course fees which include tuition fees, cost of lecture materials, stationeries, refreshment and certification etc.

## METHOD OF INSTRUCTION

Methods will include, but are not limited to the following:

- Participants are introduced to the material through lecture and examples. This is followed by the participants performing a practical or written exercise on the topic. This method gives the participant an overview of the material and then serves to further explain the concept of digital marketing campaign planning and measurement.
- Instructional methods include group activities, visual aids, and question/answer periods. Participants are encouraged to ask questions on concepts not understood, and the instructor is able to use other participants and visual aids to help clarify problem areas.
- A large part of the course will involve group discussion, classroom activities, questions and answers sessions as guided by your tutor.
- Cases and exercises are assigned to the students to ensure the development of their problem solving ability from a simulated real world perspective.
- You will gain a practical understanding of digital marketing during the first module and expand your skills with advanced knowledge of digital marketing concepts and actionable understanding of digital marketing tools and strategies.

## CLASS SCHEDULE

Training will be conducted for 20 hours on Fridays, 5 hours on each day. Classes and assessment will be held at the IBA premises.

## CERTIFICATION

The module assessment will be done through individual and group assignments, case studies and examinations. On successful completion of the module, participants will be awarded a certificate issued by IBA, University of Dhaka. Attendance on both days is mandatory for receiving the certificate.

## 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 professional from the industry will also conduct sessions.

## COURSE COORDINATOR

**Dr. Md. Ridhwanul Haq**

Coordinator, DMC

Associate Professor and BBA Chairperson

IBA, University of Dhaka

## CONTACT DETAILS

For more details, please contact:

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