

Application Procedure and Module Fees

Applications will be reviewed on "Rolling (First Come First Call) Basis". Candidates fulfilling 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 10:00 am to 7:00 pm till **Saturday, March 21, 2015**. Eligible candidates will be called to appear before an interview board for selection. Each selected applicant has to pay total TK 20,000/- as module fees and the payment is to be made in Bank draft or Pay Order in favor of 'MDP, IBA, DU'.

Module Schedule

The module will be taught over four (4) weeks (Friday only). A total Twenty (20) contact hours will be conducted. Classes will be held at the IBA premises.

Assessment and 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. A minimum of 70% attendance is mandatory for receiving the certificate.

Key Resource Person

The resource persons for the program comprise faculty members from IBA, University of Dhaka. Leading marketing professionals from industries will also conduct sessions.

Module Mentor

Md. Ridhwanul Haq

Ph.D (University of Western Sydney)
Master (The Australian National University)
PGD (Aus-Training, Sydney)
MBA & BBA (University of Dhaka)

Associate Professor, IBA, University of Dhaka
&
Visiting Professor, Taylors University, Malaysia

Contact:

For application and other information please contact:
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Institute of Business Administration (IBA)
University of Dhaka

Marketing Skills For Service Professionals (MSSP)



A "Four Friday" Certificate Course by IBA,
University of Dhaka

Background & Module Overview

Services continue to dominate economies in many parts of the world, and in South-East Asian countries including Bangladesh particular, the service sector continues to gain momentum. Furthermore, the provision of services is playing an increasingly important role in the marketing skills and strategies of goods manufacturing companies. As many Business 2 Business (B2B) products are increasingly commoditized due to industries maturing, firms seek to differentiate their offerings by including significant value-adding service components. Consequently greater attention is being given by business, not-for-profit organizations and even government enterprises to the implications of service provision and how service may best be managed and marketed in the given industries.

Clearly, the skills in marketing and managing services have never been more important. These are the needs to which this module responds. This module aims to help the practitioners alike to understand practical implications born of the innate characteristics of professional services, and to enable them to cope with the challenges of an increasingly globalized service economy. As part of its continuous commitment to enhance management efficiency in changing market and service dynamics, the Institution of Business Administration (IBA), University of Dhaka is offering a 4 (four) week certificate module on "Marketing Skills for Service Professionals (MSSP)".

Who Is It For

This course will provide a platform for service professionals to learn, brainstorm ideas and share their experiences of working in the service industries. Marketing, Finance, HR or Operations managers can be benefited through this course by achieving a holistic knowledge to operate their services in their respective industries. These days, various professionals including bureaucrats, lawyers, physicians, defense/police officers, creatives, holidaymakers, bankers, journalist and academics are coming under the service industry. On the other hand when managers move forward in their career and start breathing on the policymaking positions, knowledge about business, customers, communications, controllable and uncontrollable variables in the environment become very crucial for their next move. This module is intended to disseminate that knowledge among managers and practitioners from all major departments/disciplines of any organization both public and private. At the same time those who are not much exposed to service knowledge and its implications through their academics and job responsibilities can also learn a lot about contemporary professional service industry concepts and their practical applications through this module.

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 or in private practices (Work experience can be relaxed for exceptional candidates).

Takeaways from the Module

This Module will enable you:

- ☐ To understand the theoretical domains of service knowledge and understanding Business cases. Focusing the growth of service industry in Bangladesh both in private and public sectors;
- ☐ To learn about customer behavior, culture and service encounters in service industry;
- ☐ To understand the theoretical background and application of "SERVQUAL" in service industries;
- ☐ To learn the application of contemporary communication strategies (ISMC) in service industries. Service delivery in rural market through digital marketing will also be addressed;
- ☐ To learn the significance of customer relationship management in service industries; and,
- ☐ To comprehend the importance of complaint handling and service recovery in service industries.

Methods 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 an oral 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 service theories and applications.
- ☐ Participants' learning is enhanced with collaborative assignments. Participants are divided into groups of four to five members each to complete an assignment. This method serves to reinforce the material covered by the instructor and introduces participants to team dynamics and group communication intricacies.
- ☐ 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.
- ☐ Cases and exercises are assigned to the students to ensure the development of their problem solving ability from a simulated real world perspective.