

COURSE ADMINISTRATOR

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IBA Offers a Two-Day
Course on

INTEGRATED MARKETING COMMUNICATION (IMC)



Institute of Business Administration (IBA)
University of Dhaka

BACKGROUND & COURSE OVERVIEW

The Institute of Business Administration (IBA), University of Dhaka is offering a two-day certificate course on 'Integrated Marketing Communication (IMC)'. The field of marketing communication is rapidly changing. Brand managers continually attempt to gain advantage over competitors and endeavor to achieve larger market shares and profits for the brands they manage. Marketing communication is just one element of the marketing mix, but advertising, sales promotion, public relations, direct marketing, personal selling, and social media/online marketing tools are performing increasingly important roles in firms' attempt to achieve financial and non-financial goals. Managers are confronted with the rising costs and challenges of placing ads in traditional advertising media and the ever-changing opportunities found in social media and online/mobile advertising. As companies seek ways of communicating more effectively and efficiently with their targeted audience, marketing communicators are continually challenged. They must use communication methods that will break through the clutter, reach audiences with interesting and persuasive messages that enhance brand equity and drive sales. In this course, participants will learn to approach marketing communications in an integrated manner to present customers and stakeholders with a consistent message having a distinct identity, with clarity, that is recognized by the target market resulting in enhanced brand equity for an organization.

WHO IT IS FOR

The course is specially designed for marketers and managers who have direct responsibility for one or more brands within their organization. The content will be relevant for marketing communication of consumer brands, service brands, and B2B branding. Therefore, it is appropriate for senior managers/directors who are working in creating and managing marketing communication/brand building activity of any organization; professionals who are working in any marketing communication teams; and experts from different fields who want to explore and enrich the concept of marketing communication.

COURSE TAKEAWAYS

At the end of this two-day workshop, the participants will be able to:

- Explain how an organization communicates with its markets and publics through the marketing communications process.
- Design and develop effective marketing communications tools and evaluate their effectiveness.
- Discuss the role played by each of the tools (e.g., advertising, sales promotion, public relations, e-marketing, etc.) in the promotional mix, both individually and collectively from an integrated marketing communications perspective.
- Discuss some specific issues of cultural variability in promotional design and interpretation that is directed by customer experience based on target market.
- Discuss current trends, theories, and frameworks used in integrated marketing communications strategy building in relation to basic marketing theories and global, ethical & environmental issues.
- Explain the process and importance of integration as it applies to the promotional mix and explain how marketers evaluate integrated marketing communications strategies.

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

Interested candidates fulfilling the above requirements should apply using the prescribed application form available at www.iba-du.edu. 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 12,800/- as course fees which include tuition fees, cost of lecture materials, stationeries, refreshments, certification etc.

TEACHING METHOD

To achieve the objectives, we combine a variety of pedagogical approaches: lectures, group discussions, case analysis, videos, and self-assessments. Emphasis is placed on self-reflection and linking the concepts from the program to participants' own objectives and development as marketing managers.

CLASS SCHEDULE

The course will be taught during weekend (Friday and Saturday) for total 12 contact hours at IBA premises. Exact date with detailed schedule will be provided to the registered participants.

CERTIFICATION

On successful completion of the course, participants will be awarded a certificate 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 industry practitioners leaders will also conduct sessions.