IBA

Institute of Business Administration
University of Dhaka

ADMISSION NOTICE

Marketing Competencies For Managers (MCFM)

A Six-Week Course by IBA, University of Dhaka

BACKGROUND

Being the premier business school of the country, Institute of Business Administration (IBA) has been playing a vital role in enhancing the effectiveness of businesses in different industries. Considering the significance of cutting edge knowledge and skills in every industry, IBA, University of Dhaka is offering a six-week certificate course on 'Marketing Competence For Managers (MCFM)'. Maintaining a strong and compelling value proposition and long-term relationship with the company's stakeholders requires constant monitoring of market, environment, technology and competitive forces. This in turn makes marketing skills and perspective essential to the success of all business managers in any business. This course is designed to give the participants an in-depth knowledge of contemporary marketing techniques so that they can significantly contribute to their business's success in efficient and effective way.

OVERVIEW

Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. A good knowledge of the key concepts of prudent marketing management should equip all managers with the knowledge they require. In general, the course seeks to enable participants to explain and apply the basic principles, tools, and techniques of Marketing. Specifically, the course will explain the basics marketing concepts, product & pricing strategies, service marketing techniques, managing buyer behavior, integrated marketing communication, brand management, social media management, conducting market research etc.

COURSE SCHEDULE

The course will be taught over six weeks (weekend afternoon/evening only). A total of 12 classes will be held and duration for each class will be 3 hours. Classes will be held at IBA premises on Fridays and Saturdays. The last date for submission of application is Thursday, September 10, 2015. Classes will start from Friday, October 09, 2015.

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

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 9:30 am to 8:00 pm till Thursday, September 10, 2015. You can send the scanned copy of the application form at mdp@iba-du.edu.

ADMISSION & COURSE FEES

Eligible candidates will be called to appear before an interview board for final selection. Applications will be reviewed on ***Rolling (First Come First Serve) Basis.*** Each Selected applicant has to pay total Tk. 25,000/- as course fees.

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 HR practitioners from the industry will also conduct business sessions.

CONTACT DETAILS

For application and other information please contact:

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