



## *Background & Course Overview*

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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. As part of its continuous commitment to enhance management efficiency in changing economic and business dynamics, the Institute of Business Administration (IBA), University of Dhaka is offering a six week certificate course on 'Marketing Competencies for Managers (MCFM)'. Maintaining a strong and compelling value proposition and long-term relationship with the company's stakeholders requires constant monitoring of market, environmental, technological and competitive forces. This in turn makes marketing skills and perspective essential to the success of all business managers in any business. This course aims to provide an in-depth exploration and practical application of basic marketing tools. These include product policy, pricing, promotion, distribution, sales management, and customer segmentation and retention. The course will also focus on identifying marketing opportunities, refining value propositions, selecting customer segments and developing marketing programs for a variety of management situations for sustainable development.

## *Who Is It For*

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This course will provide a platform for learning and brainstorming ideas and experiences of senior and midlevel managers who are currently working in marketing/branding departments. Even Finance, HR or Operations managers can be benefited by this course by achieving a holistic knowledge about the market. When managers move forward to their career and start breathing on the executive positions, knowledge about business, customers, communications, controllable and uncontrollable variables in the environment become very crucial for their next move. This course is intended to disseminate that knowledge among managers from all major departments of any organization both public and private. At the same time, those, who are not much exposed to marketing through their academics and job responsibilities, they can also learn a lot about contemporary marketing concepts and their practical applications through this course.

## *Eligibility Criteria*

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Prospective candidates must have 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).

## *Takeaways From The Course*

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This program will enable you to:

- ✓ understand the function of marketing in a competitive and dynamic global business;
- ✓ develop effective strategic and marketing analysis skills;
- ✓ understand value proposition, value creation and co-creation;
- ✓ formulate blue ocean strategy and create the WOW factor;
- ✓ build brand through consumer based brand equity;
- ✓ demonstrate an individual capability for meeting professional standards of conduct, quality, and skill;
- ✓ craft customer relationship management strategies to select profitable customers; and,
- ✓ learn marketer's ethics and sustainable marketing through corporate social responsibilities.

## *Application Procedure & Course Fees*

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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. Eligible candidates will be called to appear before an interview board for selection. Each selected applicant has to pay total Tk. 25,000/- as course fees and the payment is to be made in Bank Draft or Pay Order in favor of 'MDP, IBA, DU'.

## *Class Schedule*

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The course will be taught over six weeks. A total of 12 classes will be held and duration for each class will be 3 hours. Classes will be held at IBA premises during weekend (Fridays and Saturdays).

## *Assessment & Certification*

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The course assessment will be done through individual and group assignments, case studies and examinations. On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka. At least 70% attendance is needed as minimum to complete the course successfully.

## *Key Resource Persons*

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The resource persons for the program comprise faculty members from IBA and other reputed business schools of Bangladesh. Leading Marketing professionals from the industry will also conduct business sessions

## *Course Administrator*

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### **Khaled Mahmud**

Fulbright Business Fellow  
MBA (Bentley University, MA, USA)  
MBA (IBA, DU)

Assistant Professor  
Institute of Business Administration  
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## *Contact*

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For application and other information please contact:

### **Management Development Program (MDP)**

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