



IBA

Institute of Business Administration
University of Dhaka

ADMISSION NOTICE

Relationship Marketing Competencies (RMC)

A FOUR-WEEK COURSE BY IBA, UNIVERSITY OF DHAKA

BACKGROUND AND COURSE OVERVIEW

These days maintaining strategic relationship with in-house and external stakeholders in business is critical. Relationship with people can be considered as one of the competitive resources for attracting and retaining customer for sustainable organizational growth. Particularly, managing relationship in Business to customer (B2C), Business to Business (B2B) and Business to Government (B2G) is not a static skills rather requirements not only for Marketing profession but also for other profession. This professional development course provides a solid foundation and reference for participants to present insights in to organization at a range of levels-corporate both in public, private and multinationals- as the interface with variety of relationship. On the other hand, soundness of communication with stakeholders is prerequisite for relationship Marketing. Therefore, as a part of its constant endeavors for professional development, this is the first time ever Institute of Business Administration (IBA), is offering a four-week certificate course on "Relationship Marketing".

WHO IT IS FOR

This course is designed for professionals working in all areas of customer relationship marketing and management. However, this is open to anyone interested in gaining or improving their relationship marketing and management skills across all functional areas. Specifically, relationship managers, sales managers, marketing managers, brand managers, managers in financial and nonfinancial institutions, insurance managers, creative agents, media and professionals in service industry both in public and private sectors are encouraged to apply. Moreover, officials from public sectors will find this module helpful as part of their relationship knowledge and skills in Institutions and government.

COURSE SCHEDULE

Training will be conducted for 4 (four) weeks. Therefore, a total 20 contact hours will be conducted. Classes and assessment will be held at the IBA premises. The last date for submission of application is Thursday, December 29, 2016. Classes will start from Friday, January 13, 2017.

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 & ADMISSION

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, December 29, 2016. Eligible candidates will be called to appear before an interview board for final selection. Applications will be reviewed on 'Rolling (First Apply First Call) Basis'.

Applications can also be sent through email at mdp@iba-du.edu

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 marketing practitioners from the industry will also conduct business sessions.

CONTACT DETAILS

For application and other information please contact:

Management Development Program (MDP)

Room# 402 (3rd Floor), IBA
University of Dhaka, Dhaka 1000
Phone: +88-02-9664691
Cell: +88-01783871105, +88-01766993390
E-mail: mdp@iba-du.edu or mrh@iba-du.edu
Website: www.iba-du.edu