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Relationship Marketing Competencies (RMC)

A Four-Week course by IBA, University of Dhaka



**Institute of Business Administration
University of Dhaka**

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Background & 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 Competencies”.

Who Is It 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.

Eligibility Criteria

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).

Method of Instruction

Participants are introduced to the material through lecture and examples. Their learning will be enhanced with collaborative assignments, group activities, visual aids, and question/answer periods. Cases and exercises are assigned to the students to ensure the development of their problem solving ability.

Takeaways From The Course

On the completion of the module participants are expected to achieve:

- ✓ To address the key tools and techniques of communication skills in relationship marketing and management;
- ✓ An improved understanding of the key of global issues and challenges in relationship marketing and management;
- ✓ Understanding the significance of relationship marketing both in consumer, business and government market;
- ✓ Insights into guiding the perspective of selling professional services through relationship and public relations; and,
- ✓ Understanding and managing customer complaints and managing people.

Application Procedure & Course Fees

Candidates fulfilling the above requirements 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. Applications will be reviewed on Rolling (First Apply First Call) Basis. Each selected applicant has to pay total Tk. 22,000/- as course fees which include tuitions fees, cost of lecture materials, refreshments, certification etc.

Class 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.

Assessment & Certification

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

The resource persons for the program comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading marketing professional from the industry will also conduct sessions.