

COURSE ADMINISTRATOR

Mr. Khaled Mahmud
MBA (Bentley, USA), MBA (IBA, DU)
Associate Professor
Institute of Business Administration (IBA)
University of Dhaka

CONTACT DETAILS

For more details, please contact:
Management Development Program (MDP)
Room# 402, IBA
University of Dhaka, Dhaka 1000
Phone: +88-02-9664691
Cell: +88-01766993390
E-mail: mdp@iba-du.edu
Website: www.iba-du.edu



IBA

Offers Weekend Course on Brand Management



DISCLAIMER

The authority reserves the right to make any change in any section of this brochure without prior notice.

Institute of Business Administration (IBA)
University of Dhaka



Background and Course Overview

The astronomical growth in the wealth and the cultural influence of multinational corporations over the last 40 years can arguably be traced back to a single, seemingly innocuous idea that successful companies must produce brands. Brand is a set of promises. It implies trust, consistency and a set of expectations. The basic objective of building powerful brands is primarily influencing purchasing behavior through creating an identity. 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 two-day certificate

course on 'Brand Management'. This course is highly topical given the need for organizations to differentiate themselves from the competition thereby securing a larger share of the market and improving profitability. The two day journey will introduce a range of concepts relating to the application and value of branding. This course will cover brand equity and valuation, which will offer an insight to the journey of a brand in the path of becoming a primary business asset in many sectors. It will acquaint you with the concept of branding and its role in the consumer decision making process. The role of branding, its functions, and its importance in a competitive environment and its complex relationship with consumers will also be explored. International branding will introduce participants to the principles of international sales planning, implementation, monitoring and mentoring which are vital to successfully perform in the international corporate market.

WHO IT IS FOR

This advanced workshop is specifically designed for marketers and senior managers who have direct responsibility for one or more brands within their organization. The content will be relevant for consumer brands, service brands, not-for-profit brands and B2B branding. Therefore, it is appropriate for senior managers/ directors who are working in creating and managing brands of any organization; professionals who are working in any brand management teams; and, experts from different fields who want to explore and enrich the concepts of branding.

COURSE TAKEAWAYS

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

- Understand the role of brand management and its relationship to functional marketing and product management;
- Ensure that brand promise and product/service delivery reinforce each other;

- Strengthen their brand to develop and maintain deeper and long lasting customer relations through brand loyalty;
- Learn to align brand values with customer values;
- Acquire techniques of successful (re)positioning of a brand;
- Master effective B2B marketing tools and techniques;
- Use internal communication, education & training, and organization design to align the organization in support of the brand;
- Develop a brand building organization and transform employees into enthusiastic brand champions;
- Identify ways to measure and grow brand equity and value through brand audit; and,
- Increase industry effectiveness as a brand manager.

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline; and,

- Minimum 4 (four) 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. Applications will be reviewed on a rolling (first come first serve) basis.

COURSE FEES

Each participant will have to pay BDT 14,000 as course fees which include tuition fees, cost of lecture materials, stationeries, lunch & 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 course to participants' own objectives and development as leaders.

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 course comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading industry practitioners/successful business leaders will also conduct business sessions.

BRAND MANAGEMENT