



# IBA

Institute of Business Administration  
University of Dhaka

**ADMISSION NOTICE**

## Digital Marketing Competencies (DMC)

### A Four-WEEK COURSE

#### BACKGROUND AND COURSE OVERVIEW

In the era of the Fourth Industrial Revolution (FIR) “Digital Marketing Competencies” (DMC) has become necessary for anyone actively involved in formulating and implementing marketing strategies. Specifically, COVID-19 has brought up different dimensions in the business environment over the globe. Therefore, this course aims to bring relevant knowledge and hands-on demonstration of tools and techniques of digital marketing discipline. Moreover, the strategic direction of digital marketing will be addressed in the context of a changed business environment.

#### TARGET AUDIENCE

This course is for:

- Professionals who need to understand digital marketing or get more out of their digital channels
- Marketers who want to fast-track their career or improve their position in the marketing communication division
- Small and medium business owners who need to leverage online channels for growing their business

#### COURSE SCHEDULE

The training will be conducted through a dedicated online platform over a 4 (four) week period. Classes will start from Friday, January 8, 2021.

The last date for the submission of application is Wednesday, December 30, 2020.

#### ELIGIBILITY CRITERIA

Prospective candidates must meet the following criteria for admission:

- Bachelor’s degree in any discipline
- Minimum 2 (two) years of work experience with reputed organization(s) (work experience requirement can be relaxed for exceptional candidates)

#### APPLICATION PROCEDURE & ADMISSION

Candidates who meet the eligibility criteria should apply using the application form available at [www.iba-du.edu](http://www.iba-du.edu). Completed applications can be submitted through email at [mdp@iba-du.edu](mailto:mdp@iba-du.edu) within Wednesday, December 30, 2020.

Eligible candidates will be called to appear before an online interview for final selection.

#### 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 from home and abroad. Leading digital marketing professionals from industry will also conduct some sessions.

#### CONTACT DETAILS

For application and other information, please contact:

#### Management Development Program (MDP)

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