

# **Service Marketing for Competitive Growth (SMCG)**

## **Weekend Short Course by IBA, University of Dhaka**

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### **Background & Module Overview**

Services dominate the expanding world economy as never before, and technology continues to evolve in dramatic ways. Considering the growth of services industry including Bangladesh particular, the service sector continues to gain momentum. Furthermore, the provision of services is playing an increasingly important role in the marketing skills and strategies of goods manufacturing companies. On the other hand, service sectors are facing multidimensional challenges and require strategic directions due to the emergence of fourth industrial revolutions. Therefore, services marketing theoretically and practically has got critical dimension to address business to consumer (B2C), business-to-business (B2B) and Business to government (B2G). The Economy of Bangladesh is classified into three sectors. Of these, the average contribution of service sector, industry sector, agriculture sector to the GDP are 49.33%, 28.42% and 22.42% respectively. So, the service sectors contribute most of the development of national economy. The impact of the service sector on poverty reduction and the role of marketing addressing this perspective is future looking discipline too.

Clearly, the skills in marketing and managing services have never been more important. These are the needs to which this module responds. This module aims to help the practitioners alike to understand practical implications of the innate characteristics of professional services, and to enable them to cope with the challenges of an increasingly globalized service economy. As part of its continuous commitment to enhance management efficiency in changing market and service dynamics, the Institution of Business Administration (IBA), University of Dhaka is offering a 2 (two) week certificate module on 'Services Marketing for competitive growth (SMCG)'

### **Who Is It For**

This module will provide a platform for service professionals to learn, brainstorm ideas and share their experiences of working in the service industries. Marketing, Finance, HR or Operations managers can be benefited through this course by achieving a holistic knowledge to operate their services in their respective industries. These days, various professionals including bureaucrats, lawyers, physicians, defense/police officers, creative, holidaymakers, bankers, journalist and academics are coming under the service industry. On the other hand, when managers move forward in their career and start breathing on the policymaking positions, knowledge about business, customers, communications, controllable and uncontrollable variables in the environment become very crucial for their next move. This module is intended to disseminate that knowledge among managers and practitioners from all major

departments/disciplines of any organization both public and private. At the same time those who are not much exposed to service knowledge and its implications through their academics and job responsibilities can also be well equipped about contemporary professional service industry concepts and their practical applications through this module.

### **Eligibility Criteria**

Prospective candidates must fulfill the following criteria for admission:

Bachelor's degree in any discipline; and. Minimum 2 (two) years of work experience with reputed organization or in private practices (Work experience can be relaxed for exceptional candidates).

### **Takeaways from the Module**

This Module will enable you understand and practice the insight of the following domains:

<b>SI</b>	<b>Concentration of discussion</b>
1	Marketing 4.0 in service industry
2	Skill management for service marketers and professional
3	SERVQUAL management technique and strategies for service industry
4	CRM and Problem handling techniques in service industry
5	Tools and techniques of IMC for Service marketing
6	Application of digital tools and techniques in service marketing
7	Application of Big data analysis in service Marketing
8	Government policy for the development of service sector

### **Methods of Instruction**

Methods will include, but are not limited to following:

- Participants are introduced to the material through lecture and examples. This is followed by the participants performing an oral or written exercise on the topic. This method gives the participant an overview of the material and then serves to further explain the concept of service theories and applications.
- Participants' learning is enhanced with collaborative assignments. Participants are divided

into groups of four to five members each to complete an assignment. This method serves to reinforce the material covered by the instructor and introduces participants to team dynamics and group communication intricacies.

- Instructional methods include group activities, visual aids, and question/answer periods. Participants are encouraged to ask questions on concepts not understood, and the instructor is able to use other participants and visual aids to help clarify problem areas.
- Cases and exercises are assigned to the students to ensure the development of their problem solving ability from a simulated real world perspective.

### **Application Procedure and Module Fees**

Applications will be reviewed on "Rolling (**First Come First Call**) Basis". Candidates fulfilling the eligibility criteria should apply using the pre scribed "Application Form" available at [www.iba-du.edu](http://www.iba-du.edu). Eligible candidates will be called to appear before an interview board for selection. Each selected applicant has to pay total TK 14,000/- as module fees and the payment is to be made in Bank draft or Pay Order in favor of 'MDP, IBA, DU'.

### **Module Schedule**

Institute of Business Administration (IBA) University of Dhaka

The module will be taught over two (2) weekends. A total fourteen (14) contact hours will be conducted. Classes will be held at the IBA premises.

### **Assessment and Certification**

The module assessment will be done through individual and group assignment, case studies and examinations. On successful completion of the module, participants will be awarded a certificate issued by IBA, University of Dhaka. A minimum of 70% attendance is mandatory for receiving the certificate.

**Key Resource Person** The resource persons for the program comprise faculty members from IBA, University of Dhaka. Leading marketing professionals from industries will also conduct sessions.

### **Course Moderator**

Md. RidhwanulHaq, Ph.D  
Professor, IBA, University of Dhaka

### **Contact**

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: 01766993390 Email: [mdp@iba-du.edu](mailto:mdp@iba-du.edu)/[mrh@iba-du.edu](mailto:mrh@iba-du.edu)  
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