

IBA

Institute of  
Business Administration  
Karachi



*Leadership and Ideas for Tomorrow*

IBA · CEE

Center for Executive Education  
Institute of Business Administration

# MARKETING FINANCIAL SERVICES

**Date: March 16 - April 9, 2015**

**Days: every Monday & Thursday**

**Timings: 6:30 pm to 8:30 pm**

**Skills Development Program**

*Adding Skills to Experience*

## Marketing of Financial Services

### Program Overview

The objective of this course is to familiarize the applicants with the basic concepts of marketing, its scope and application in the corporate arena specifically in banks. Concepts of brand equity, marketing management and customer relationship management are discussed in detail. Also, information on developing the marketing mix, distribution of products and logistics management is covered. Primarily this course aims to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.

### Program Objectives/Outcomes

After the successful completion of this course, participants will be able to:

- Have knowledge and understanding of:
  - Marketing, its philosophy and significance
  - The 4 P's – Product, Price, Place and Promotion
  - Concept of Services Marketing
  - Emerging trends and challenges of global markets
  - Social and ethical issues in Marketing
  - Marketing Ethics for Islamic Financial Services
- Understand the scope of and develop effective marketing strategies and programs for financial services
- Be well versed with the concept of brand equity and brand management
- Effectively utilize the concepts of CRM for marketing success
- Have working knowledge of Marketing Research concepts, its application and importance.

### Course Contents

1. Introduction to Marketing
2. Consumer & Customer Behavior
3. Decision Making Process
4. Individual Customer
5. Corporate Customer
6. Marketing Research
7. Product Development
8. Marketing Strategy
9. Service Differentiation
10. Competitive Strategies
11. Brand Management
12. Product Life Cycle Management
13. Pricing Strategy
14. Distribution Networks
  - i. Branch Network
  - ii. Alternate Distribution Channels
  - iii. Utilizing Banking Distribution for non-banking financial services
15. Marketing Communication
16. Personal Selling
17. Direct Selling
18. Marketing Audit
19. Global Marketing & Selling Perspective
20. Social and Ethical Marketing Practices
21. Marketing of Islamic Financial Services

### Who Should Attend

This course is specifically designed for sales and marketing officers who are tasked to develop, market and sell financial products and services.

March 16-April 9, 2015  
Every Monday & Thursday  
6:30 pm to 8:30 pm  
Venue: IBA City Campus

Course Investment  
PKR 15000/-  
*(Inclusive of course material & certificate)*

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## Marketing of Financial Services

### Trainer's Profile

#### Faraz Bandukda

Faraz Younus Bandukda is a seasoned trainer in the field of Finance and Computer Business Applications.



Faraz is currently the Chief Executive at Fortune Islamic Services (PVT.) Limited and is regarded as one of the leading Finance Professionals in Pakistan. He has remained on board of the Index Policy Committee of the KSE-Meezan Index for 3 years since its inception after successfully initiating the idea of this index. Faraz also has to his credit the launch of Pakistan's first Islamic equity and commodity brokerage operations. He has done his MBA from Institute of Business Administration (IBA), Karachi & holds a bachelor's degree in computer science from FAST-NU. He is also a CFA level III

candidate from the CFA Institute, USA. He is currently an adjunct faculty member at various leading business schools.

### Payment Details

Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

### For Registration

Ph.: 021-38104700-01 Ext: 1801; 1805 or 1541

Fax: 021-38103008

Email: [besdp@iba.edu.pk](mailto:besdp@iba.edu.pk)

Website: <http://cee.iba.edu.pk/BEnSDP.shtml>

Facebook: <https://www.facebook.com/IBASkillDevelopmentProgram>

LinkedIn: [pk.linkedin.com/in/ibabesdp](http://pk.linkedin.com/in/ibabesdp)

### For Queries & Information

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