

October 26, 2013 | 9:00 am-5:00 pm

Marketing

through

Social Media

Venue: IBA City Campus

Boost your sales and business by becoming your own Social Media Manager!



In this workshop you will **explore a broad range of internet-based social media** and integrating the use into overall strategic marketing efforts.

The focus will be on **using social media to establish and maintain an effective online presence.**

Among other topics, you will also examine **online advertising** and **social media analytics.**

Trainer's Profile:

Kanwal Akhtar is an experienced trainer in the field of marketing. She has a vast experience of training as well as working in some of the most prestigious global organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate Palmolive.

She is an MBA Graduate with a Major in Marketing from IBA, Karachi and holds a BSc degree in Economics and Finance from Lahore School of Economics.

She has also taught Leadership, Communication & Marketing related courses in various organizations and has always made her classes and sessions a mix of theoretical and practical learning. Kanwal encourages her students to be opinionated and confident. With this teaching methodology her students derive maximum learning from her courses and apply them to their professional lives successfully.

Learning Outcomes:

- ☐ Describe the social media marketing ecosystem & its impact on traditional marketing strategy
- ☐ Review the social media marketing process
- ☐ Review of the various social media platforms and purposes
- ☐ Understand how to integrate social media marketing into the Integrated Marketing Plan to promote brand/company awareness

Fee: PKR 8,000 per participant

(Including networking lunch, training material & certificate)

For queries & information:

Sumera Muhammad
Manager
Center for Executive Education
smuhammad@iba.edu.pk

Samra Siraj
Executive Assistant
Center for Executive Education
samra.siraj@khi.iba.edu.pk

For registration: Ph.: 021-38104700-01 Ext: 1801; 1541 | Fax: 021-38103008 | Email: BE&SDP@iba.edu.pk

SKILL DEVELOPMENT PROGRAM

Adding Skills to Experience

<http://cee.iba.edu.pk/BEnSDP.shtml> | <https://www.facebook.com/IbaBusinessenglish>