



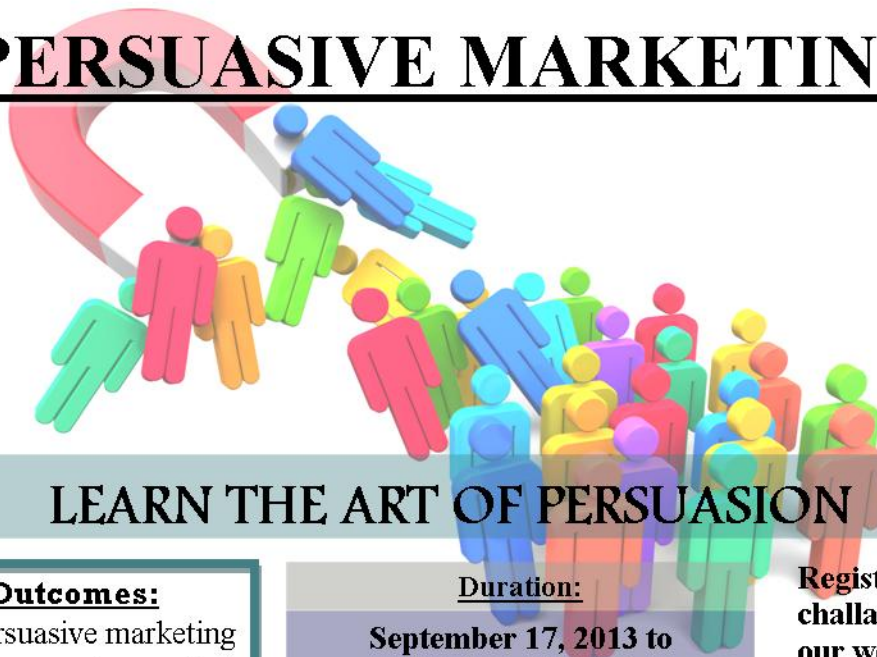
Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow



Center for Executive Education  
Institute of Business Administration

# PERSUASIVE MARKETING



## LEARN THE ART OF PERSUASION

### **Learning Outcomes:**

- Elements of persuasive marketing
- Developing a persuasive marketing mix
- Critique of current advertisements & marketing campaigns on their conviction
- Converting consumer touch points into brand loyal customers
- Use career and interpersonal skills that are needed to succeed such as working collaboratively, observing business etiquette, & resolving workplace conflicts
- Participants will develop more confidence in public speaking

### **For queries & information:**

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### **Duration:**

**September 17, 2013 to  
October 12, 2013  
(Tuesday & Saturday)**

### **Timings:**

**3:00 pm to 6:00 pm**

### **Course Fee:**

**Rs: 10,000/**

### **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 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.

**Registration forms and fee challans are available at our website**  
<http://cee.iba.edu.pk/BEnSDP.shtml>

**Classes will be held at**  
Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi-74400

**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**

### **Website:**

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

### **For registration:**

**Ph:** 021-38104700-01

**Ext:** 1801;1541

**Fax:** 021-38103008

**Email:** BE&SDP@iba.edu.pk

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