

Persuasive Marketing

February 11-March 8, 2014

5:00 pm to 8:00 pm

@IBA City Campus

Course Description:

The course is designed to help a participant understand how marketing and advertising campaigns should be conducted. Participants will be better equipped to be able to design or evaluate persuasive marketing and advertising campaigns.

These persuasive principles apply to many other aspects of life such as how to prepare a resume, convince your friends about an issue, make a persuasive speech, or write a management report. Hence, participants will be able to develop into more confident individuals who can be persuasive in their opinions and ideas and thus, be more convincing for their supervisors, peers and customers.

Course Fee: PKR 10,000
(including learning material & certificate)

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.

SKILL DEVELOPMENT PROGRAM
Adding Skills to Experience

Trainer's Profile

KANWAL AKHTAR

Kanwal Akhtar, an MBA Graduate with a Major in Marketing from IBA Karachi, is an experienced trainer in the field of Marketing & Communication. She has a vast experience of training as well as working in some of the most prestigious organizations like Reckitt Benckiser, DHL, Engro -Polymer and Colgate-Palmolive.

She has taught Leadership, Communication and Marketing related courses including "Persuasive Marketing" and "Marketing through Social Media," which are now a regular part of the IBA Skill Development Program.

Kanwal has always made her classes and sessions a mix of theoretical and practical learning. She encourages her students to be opinionated and confident. With this teaching methodology her students derive maximum learning and apply them to their professional lives successfully.



She is very knowledgeable and undoubtedly an expert in her domain and she delivered the content very effectively. We learned a lot from this course.

Muhammad Jamil Akbar (GM-Import & Sales, CONTRACK (Pvt.) Ltd.)

I believe Kanwal has got good potential to deliver the knowledge and makes sure that she makes the class an interactive one. I must say that I will love to participate in all courses of Kanwal.

Zubair Karim (CEO, Naphco Pakistan Private Limited)

Both the course and trainer were very good. The trainer had some vast knowledge of the subject in many ways. All the content of her class was totally new for me hadn't heard of before. I learned a lot and wish to learn more.

Anonymous

She is really a good presenter and trainer.

Salman Rahman (Manager, Logistics, Feroze1888 Mills Limited)

For queries & information:

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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.

Registration form & Fee Voucher are available at our website:

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

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