

May 17-18, 2014 | Saturday & Sunday
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.**

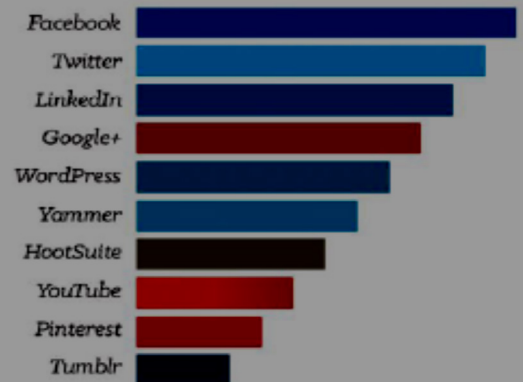
Learning Outcomes:

- 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 12,000 per participant

(Including networking lunch, training material & certificate)

TOP 10 SOCIAL MEDIA SITES FOR EMPLOYEE TRAINING



In 2014, the best learning leaders will continue to ensure employees have the on-demand learning tools needed to keep up with social media tools required for today's digital landscape.

Training Mag Dec 2013

SKILL DEVELOPMENT PROGRAM

Adding Skills to Experience

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

Trainer's Profile

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. When she is not training, Kanwal works as a Business Development Manager for **Digital Tribe**-a social media agency.

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>

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

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