

**IBA**



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*



Starting from

**August 11, 2018**

At IBA, City Campus, Karachi

# *Diploma* *in* *Strategic Marketing*

**IBA CEE**

Center for Executive Education  
Institute of Business Administration

# Overview

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Marketing leadership is about mobilizing the organization internally so that it keeps improving, innovating, adapting and delivering while externally focusing relentlessly on customer needs.

Diploma in Marketing will help those who want to attain corporate leadership through Marketing!

Marketing is Demand management. Selling at a profit! Understanding customer needs. And full filling them through Products & Services. This is achieved through an ongoing communication exchange-regular and consistent-to build a trust. Which eventually creates loyalty and repeat customers for brands.

The programme encompasses four major areas: **Marketing Management, Neuro-marketing, Brand Management and Advertising.**

Spanning over 4-months, the Diploma will have week-end classes only on Saturday & Sundays.

# Topics Covered

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## 1. Marketing Management

Major fundamental concepts in Marketing viz-a-viz Product development, Pricing, Distribution, Sales and Promo-activities, Segmentation, Targeting, Market research and Business Planning.

## 2. Neuro Marketing

Neuro-marketing is the study of brain's response to Advertising and Branding. It helps companies learn why consumers make decisions they do and what parts of the brain are motivating them to do so.

95% of all thought occurs in our subconscious mind!

Citi, Google, HP and Microsoft as well as soda water companies, brewers, retailers, manufacturers, creative and media companies have all been exploring Neuromarketing.

Priming, Neuro-plasticity, Somatic Markers, Sensory Branding, Mirror Neurons, Sublimation & Fetishism are few Neuro marketing techniques.

### 3. Brand Management

The epitome of Marketing is to create powerful perceptions in the mind of consumers through brands.

The course would share methods to originate impactful brands via Positioning-perceptual mapping, USPs, Persona, Promises and finding niches for developing Iconic, Cult and Lifestyle brands!

### 4. Advertising

Glamorous and exciting as it looks, preparing advertising plans to communicate brand's positioning requires professional know-how. Campaigns that turns into a buzz!!

The course will cover from writing effective creative briefs to deciding about ad budgets, how long to advertise with full media planning, digital techniques to creating effective TVCs, Print ads and OOH.



# Learning Objectives

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1. Develop Market Strategies
2. Capturing Market Insights through Research and Consumer behavior techniques
3. Creating long-term growth
4. Understanding customer needs-tangible, in-tangible-through Neuro-marketing
5. Pricing methods
6. Segmentation and Target marketing
7. Building strong brands
8. Developing Iconic, Cult and Lifestyle Brands.
9. Positioning, re-positioning and de-positioning brands
10. Extending brands into different categories
11. Creating effective TV commercials, Print ads, Digital marketing campaigns and Publicity
12. Managing GRPs, CPRP, and Effective Reach & Frequency.

## Who Should Attend?

- All those aspiring to make marketing their career.
- Current Marketing job holders to further galvanize their Marketing skills for faster growth.

## Pedagogy

Learning from the best practices & functions of projects around the world:

- Lecture (Classroom & Video Conference)
- Project (Live business cases from the organizations)
- Group Activities / Simulations/ Syndicate
- Visits: Strategic Locations
- Learning Management System
- Learning from the practitioners
- Guest Speakers
- In-depth study of various projects in Pakistan
  - o Manual
  - o Case Studies
  - o International Journals
  - o Text Books



# Schedule

- 4-Month Diploma Program
- Commencement of Classes from August 11, 2018
- Classes will be held on weekend from Saturday to Sunday.
- 4 Classes a week, 2 classes on each day.
- Class Timings:
  - Saturday: 02:30 pm – 05:30 pm
  - Saturday: 06:00 pm – 09:00 pm
  - Sunday: 10:00 am – 01:00 pm
  - Sunday: 02:00 pm – 05:00 pm
- Mid-term and Final-term Examination.



**REAL + FRESH**

# Eligibility

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Applicants must have:

- A bachelor's degree from HEC recognized educational institution in any area of study.
- An adequate post qualification work experience.

# Admissions Criteria

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- Admissions will be based on Panel Interviews.
- Each application will be thoroughly screened, and will only be accepted if deemed suitable for the program





# Program Fees

**Program Fees: PKR 150,000/- (excluding all applicable taxes)**

<b>Advance Payment Schedule</b>	<b>Total</b>
<b>Total fee in Advance</b>	<b>PKR 150,000/-</b>
<b>Last date of fee submission</b>	<b>06 - August - 2018</b>

(Group Discounts are available)

<b>Installments Payment Schedule</b>					
<b>Total Fee (if paid in 4 equal installments)</b>	<b>PKR 37,500</b>	<b>PKR 37,500</b>	<b>PKR 37,500</b>	<b>PKR 37,500</b>	<b>PKR 150,000</b>
<b>Last Date of fee submission</b>	<b>06-Aug-18</b>	<b>03-Sep-18</b>	<b>01-Oct-18</b>	<b>05-Nov-18</b>	

## **Fee Includes:**

Processing fees, Test and Exam Fees, Diploma and Transcript. Fees do not include course material, books and stationery.

**Admission fees PKR 1,000/-**

# Online Admissions

Apply Online Now; [<https://cee.iba.edu.pk/diplomaprograms.php>]  
All students to be enrolled in ERP.



# Payment

Payment is due upon receipt of the acceptance of participants to the program along with the invoice.

Please ensure that the payment reaches the CEE Office before commencement of the program as seat in the class will only be reserved once the fee is received.

Payment can be made via cheque / bank draft payable to the “Institute of Business Administration, Karachi” at the following address:

Center for Executive Education (CEE)  
IBA, City Campus, Garden/Kayani Shaheed Road,  
Karachi.

For online payments via credit cards:

<https://onlinepayment.iba.edu.pk/>

From dropdown 1 & 2 please select ‘Executive Education’





Experience  
**EXECUTIVE**

# EDUCATION

Center for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

## For Further Information

Center for Executive Education (CEE)  
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[cee.iba.edu.pk](http://cee.iba.edu.pk)



Contact us for Client Specific Customized Executive Programs & Consultancy

