

## Marketing for Corporate Excellence

### Diploma in

# Strategic Marketing

#### OVERVIEW

Marketing is Demand management. Selling at a profit! Understanding customer needs. And fulfilling 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. This program encompasses four major areas: Marketing Management, Advance Consumer Behavior, Brand Management and Advertising.

#### OBJECTIVES

- o Develop Market Strategies
- o Capturing Market Insights through Research and Consumer behavior techniques
- o Creating long-term growth
- o Understanding customer needs-tangible, in-tangible-through the study of modern day Consumer behavior techniques
- o Pricing methods
- o Segmentation and Target marketing
- o Building strong brands
- o Developing Iconic, Cult and Lifestyle Brands.
- o Positioning, re-positioning and de-positioning brands
- o Extending brands into different categories
- o Creating effective TV commercials, Print ads, Digital marketing campaigns and Publicity
- o Managing GRPs, CPRP, and Effective Reach & Frequency

#### ELIGIBILITY

An applicant must have:

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

**IBA-CEE will follow IBA and Government of Sindh advisory for on-campus classes**

**Apply Online :**

<https://cee.iba.edu.pk/DiplomaSM.php>