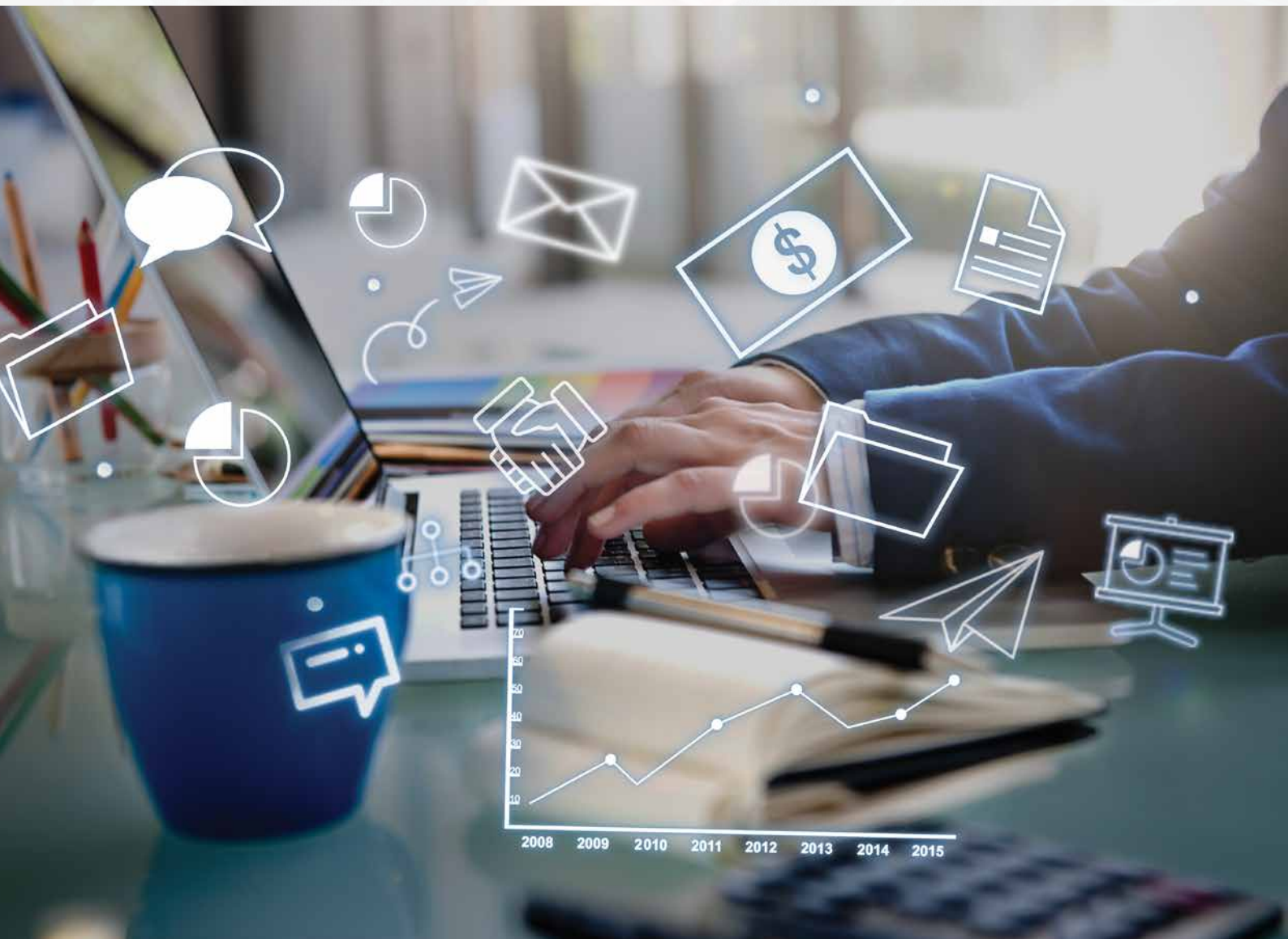


# DIPLOMA IN Strategic Marketing

From Market Insight to Brand Leadership — Master it All.



**REGISTER NOW**



10 Weeks



Weekend Classes



City Campus, IBA Karachi



PKR 175,000 + 3% SST

**CIM**  
The Chartered  
Institute of Marketing

Outreach Partner





## PROGRAM OVERVIEW

Markets in Pakistan and the region are becoming increasingly competitive, fragmented, and customer-driven. Organizations today require marketing professionals who can move beyond promotion and communication, and instead contribute to strategy, growth, and value creation.

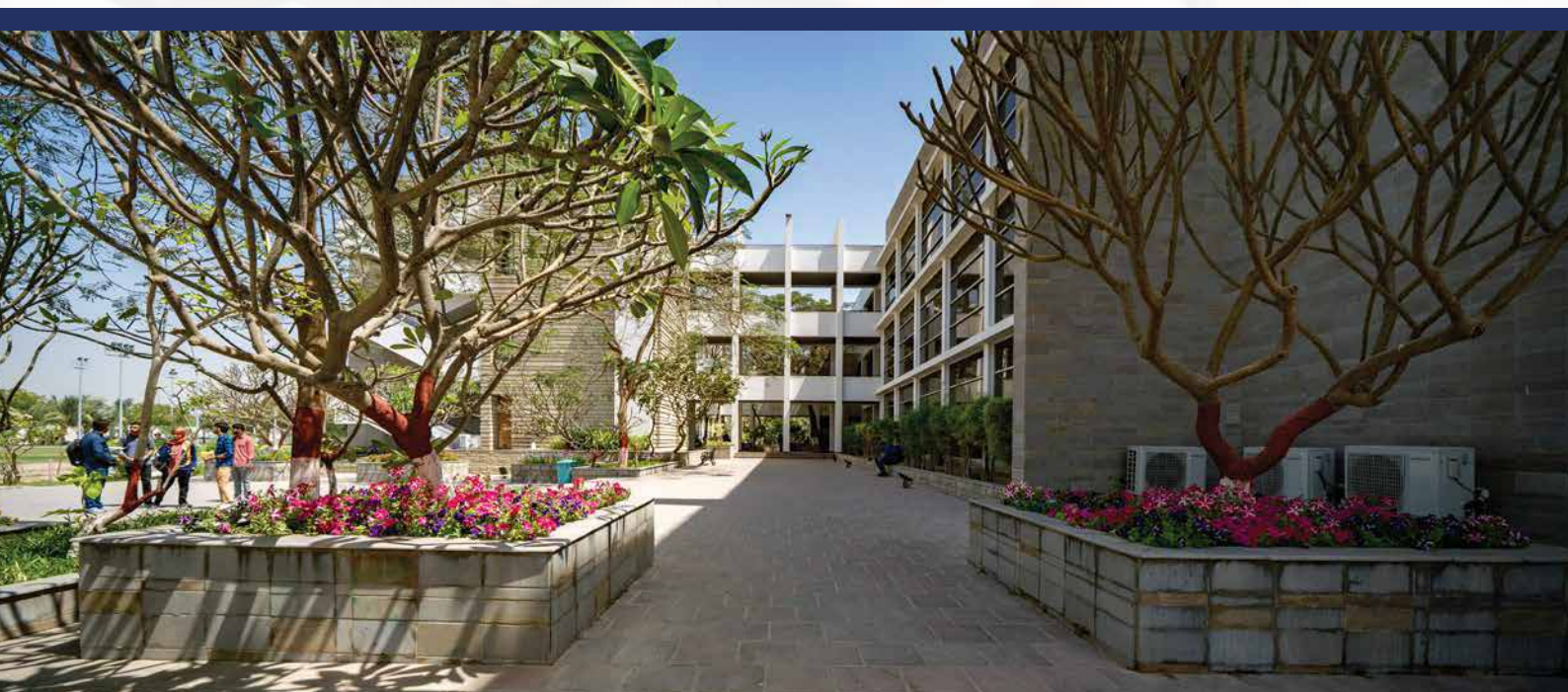
The Diploma in Strategic Marketing is designed for professionals who seek to develop a structured, strategic understanding of marketing, enabling them to make informed decisions across branding, customer engagement, pricing, and go-to-market execution in local and regional contexts.

## PROGRAM COVERAGE

Key areas covered in the diploma include:

- Strategic Role of Marketing in Organizations
- Consumer and B2B Buyer Behavior in Pakistan
- Market Segmentation, Targeting, and Positioning
- Brand Strategy and Brand Management
- Pricing Strategy and Revenue Considerations
- Integrated Marketing Communications
- Digital Marketing and Data-Driven Decision Making
- Measuring Marketing Effectiveness and ROI

The curriculum reflects local market structures, price sensitivity, channel complexity, and digital adoption, supported by practical frameworks and regional case discussions.



## WHO SHOULD ATTEND

This program is suited for:

- Marketing and brand managers
- Sales and business development professionals
- Entrepreneurs and business owners
- Product and category managers
- Professionals transitioning into marketing leadership roles

## LEARNING OUTCOMES

Upon completion, participants will be able to:

- Develop and implement effective marketing strategies
- Strengthen brand positioning in competitive markets
- Make data-informed marketing decisions
- Contribute more strategically to organizational growth

## CLASS TIMINGS


<b>Saturday</b>	02:00 PM – 09:00 PM
<b>Sunday</b>	10:00 AM – 5:15 PM







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