



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow



# Diploma in Strategic Marketing

*Marketing for Corporate Excellence*

# Overview

---

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.

It will unveil strategies for deeply understanding consumers through Advance Consumer Behavior building strong brands with Brand management, delving into the fastest growing digital and social media marketing and the glamour of Advertising.

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





# Topics Covered

## 1. Advance Consumer Behavior

Understanding market Dynamics is being the main focus for all industries particularly FMGCs and pharmaceuticals. A diverse and fascinating array of factors influence even the simplest buying decisions. The driving forces behind why customers buy from you-or OPT for a competitor's products-can empower you to reach key consumers. In this course, we take a deep dive into the internal and external forces that influence consumer behavior. We would learn the importance of consumer behavior in helping us understand when, why, and how purchasing decisions are made. How factors such as color, shape, and sound influence our preparation of brands and products. Gender identity and products geared towards different segments, as well as how consumers lifestyle, values, and attitudes affect products preferences. We would also go into external influences on consumer behavior, covering how groups make decisions and how ideas spread. Finally, exploring the role emotion plays in purchase decisions, how you can structure messages to maximize persuasion.

### Topics include

- Priming & Conditioning behavior
- Somatic Markers
- Personality and brand image
- Creating a community through Brands
- Retailing, Merchandising & Shelf placements
- Fetishism & metaphoric marketing
- How to make TVCs & Print ads more captivating
- Neuro-science methods to measure consumers behavior and more!!

## 2. 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!

## 3. Digital and social media marketing

Globally last year the growth in digital marketing was more than 120% leaving TV and print behind. Locally trends are in the same direction though TV and Print are still dominant.

The landscape for digital marketing is colossal. Targeting is often very precise through Google, YouTube and Facebook.

The course will unfold techniques to reach out and influence the target consumers through this massively growing media.

## 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



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 the study of modern-day Consumer behavior Technique.
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 rise to the leadership roles in marketing and higher corporate echelon.
- 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
- Project (Live business cases from the organizations)
- Group Activities / Simulations/ Syndicate
- 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
- 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 :00pm– 05 :00 pm
- Mid-term and Final-term Examination.



REAL · FRESH

## Eligibility

Applicants must have:

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

## Enrollment Criteria

- Enrollment 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 of 5% SST )**

**Fee includes :** Test and Exam Fees, Diploma and Transcript. Fees do not include course material, books and stationery.

**Registration Processing Fees PKR 1,000 /-**

# Online Admissions

Apply Online Now; ( <https://forms.gle/4K76pB3jc9czjxnC7> )  
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. Payment can be made using Online Banking or ATM Machine or Direct Bank Deposit in the branch of any bank, into the following bank account of IBA Karachi and share the deposit receipt which has the Paid amount and Transaction ID written on, in reply to the Provisional enrollments's email.

Meezan Bank Details

Account Title IBA Karachi

A/C Number 9911-01960067

Bank Name Meezan Bank Limited

Branch Jubilee Market Branch

Br. Code 9911

Currency PKR

Swift Code MEZNPCKA

Bank Address Meezan Bank LTD, Jubilee Market Branch, Karachi

Please ensure that the deposit slip or paid receipt which has the paid amount and transaction ID-written on it, reaches the CEE office before commencement of the program as seat in the class will only be reserved once the fee is received.

No refund or adjustment will be made once the admission is confirmed in the program.





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.  
 Tel: 021- 111 422 422; 021-38104700-01 Ext. 1541,1813

**For Further Information**

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

Tel: (92-21) 38104701 (Ext:1812, 1802, 1808, 1809)

Fax: (92-21) 38103008

Email: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk)

[cee.iba.edu.pk](http://cee.iba.edu.pk)



Contact us for Client Specific Customized Executive Programs & Consultancy

