



DCCI Business Institute (DBI) is offering a 3 month long **Online Certificate Course** on ‘**Professional Marketing**’, 2<sup>nd</sup> Batch, scheduled to be held during **May-July 2024**, jointly with **American International University-Bangladesh (AIUB)**. A total of ten (10) classes/sessions each 3 hours will be held on **Friday** from **9.00 am - 12.00 pm** in 3 months through Zoom online platform. The course is being offered for the second time after having commendable success in the last first batch.

**Topics overview in brief:** This online training course is intended for the marketing professional who are seeking to develop skills and understanding of Professional Marketing. Through the online certificate course, you will cover Fundamentals of Marketing, Market Insights, Brand Management, Marketing Campaign, Professional Communication, Distribution & Channel Management and Marketing Strategy.

**Objective:** The objective of the course is to learn about the role of marketing in the organization and the key concepts that underpin the activities of the marketing practitioner. Through this course participants will be able to explore the marketing environment, buyer behavior in the competitive era, market research, and the market planning process.

**Who Can Attend:** Entrepreneurs/Business Owner, Managers/Assistant Managers and Executive of organizations, Marketing Professionals, Students of various academic institutions and those, who are interested in Professional Marketing.

**Facilitators:** Highly qualified, professionally trained, reputed and experienced resource persons in the related areas, having ample theoretical and practical knowledge from home and abroad, with current information, has been invited to conduct respective sessions.

**Fee: Tk. 12,000/-** payable in favour of ‘**Dhaka Chamber of Commerce & Industry**’ by BEFTN/ Pay Order/ Cheque/ Cash Deposit. It could also be paid through bKash merchant number **01766018659** (Payment) with bKash charge.

**Discount:** 10% for (one option applicable): (i) DCCI Members; (ii) DBI & AIUB Alumni; (iii) Women participants; (iv) Defense Forces, (v) Students (pursuing his/her undergraduation & postgraduation); (vi) Three (3) or more participants from one organization. **Corporate Discount 15%** for nomination of 10 or more participants from one organization.


**Admission Deadline: May 20, 2024. Seats are limited. First Come First Served.**

**Admission Procedure:** For admission log on to <https://forms.office.com/r/dke6qt8HJ8>. Admission would be confirmed to candidates on payment of course fee.

**Certification:** On successful completion participants will get a certificate signed by the President, DCCI and the Pro-Vice Chancellor, AIUB.

**Contact:** For further information, please contact to DBI, Cell # **01837-629261** & Tel: **+880247122986** Ext. 1034/1014; E-mail: [sumaiya@dhakachamber.com](mailto:sumaiya@dhakachamber.com) & [dbi@dhakachamber.com](mailto:dbi@dhakachamber.com)



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**Online Certificate Course on  
'Professional Marketing'  
Jointly Organized by DBI & AIUB  
Session: May-July 2024**

**Course Outline**

**Module-1: Fundamentals of Marketing**

In this module, the participants will learn about the role of marketing in the organization and the key concepts that underpin the activities of the marketing practitioner. Participants will be able to explore the marketing environment, buyer behavior in the competitive era, market research, and the market planning process. This will include the marketing mix and a tactical planning framework.

**Module Structure**

The module comprises four units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

<b>Unit-1</b>	<b>Basic Concepts of Marketing</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• To understand the contribution of marketing to the organization.</li><li>• To explain the fundamental concepts/ ideas about the basic principles of Marketing.</li></ul>
<b>Unit-2</b>	<b>Analyzing the Marketing Environment &amp; Market Analysis</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• To highlight the factors and trends in the marketing environment and to summarize how they affect marketing.</li><li>• To understand and apply different options to gather appropriate marketing information.</li></ul>
<b>Unit-3</b>	<b>Value Proposition</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• To understand the applications of marketing mix within different marketing contexts.</li><li>• To know how to apply and adapt the marketing mix elements to satisfy customer needs and business goals.</li></ul>
<b>Unit-4</b>	<b>Target Marketing</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• To understand the possible usefulness of segmentation, targeting and positioning to marketing management.</li><li>• To understand and apply how companies identify attractive market segments and chooses a market-targeting strategy.</li></ul>

## Module-2: Fundamentals of Market Insights

### Module Description

This module covers the concepts of customer behavior and insights to understand contemporary customer expectations. The module covers three units: the first relates to the contexts and factors which influence customer behavior; the second unit is about understanding and enhancing the customer journey and experience; and the third unit relates to understanding and applying research approaches to gain insights to inform effective marketing decisions.

### Module Structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

<b>Unit-1</b>	<b>Fundamentals of Customer Behavior</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• Understand the range of customer contexts in which the marketer operates.</li><li>• Understand the key factors that influence customer behavior.</li></ul>
<b>Unit-2</b>	<b>Customer Experience</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• Understand the customer experience.</li><li>• Know how to enhance the customer experience.</li></ul>
<b>Unit-3</b>	<b>Measuring and Monitoring</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• Understand the range of research methods and metrics available to monitor customer experiences.</li><li>• Know how to use and apply research approaches to gain insight and inform decision making.</li></ul>

## Module-3: Fundamentals of Brand Management

This module is designed for participants who are looking for an in-depth understanding of the development and management of brands. It traces and highlights the intricacies involved in balancing both brand and company objectives. Students will be introduced to the meanings of new brands, why some new brands fail, and others succeed, and problems faced by marketers during the various stages of the development process. Finally concepts and theories on branding, such as the naming of new brands, brand awareness, brand personality, brand loyalty, and how to build brand equity, will be discussed.

### Module Structure

The module comprises six units with altogether twelve learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

<b>Unit-1</b>	<b>Basic concepts of Products &amp; Brands</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• To discuss the basic/fundamental concepts of Brand.</li><li>• To illustrate the importance of brands from both customers' and marketers' point of view.</li></ul>
<b>Unit-2</b>	<b>Brands &amp; Brand Management</b>

	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>To discuss definition and functions of brand. What can be branded?</li> <li>To introduce the concept of brand equity &amp; strategic brand management process.</li> </ul>
<b>Unit-3</b>	<b>Customer-Based Brand Equity</b>
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>To discuss concepts, sources and benefits of customer-based brand equity.</li> <li>To develop understanding about how to build a strong brand and to create customer value.</li> </ul>
<b>Unit-4</b>	<b>Brand Positioning</b>
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>To define desired or ideal brand knowledge.</li> <li>Customer-Based Brand Equity structures in the process of positioning a brand.</li> <li>To discuss the third means of developing brand equity-namely, through the leverage of related or secondary brand associations.</li> </ul>
<b>Unit-5</b>	<b>Building Brands</b>
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>To summarize the different ways to build a strong brand.</li> <li>To demonstrate sound skills to draw the figure regarding brand growth strategies.</li> </ul>
<b>Unit-6</b>	<b>Introducing and Naming New Products and Brand Extensions</b>
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>To provide guidelines to facilitate the introduction and naming of new products and brand extensions.</li> </ul>

#### Module-4: Planning of Marketing Campaign

This module gives the participants the knowledge and skills to plan and implement successful campaigns that deliver real results for an organization. Participants will learn the campaign planning process including how to analyze an organization's current position. Participants will also learn how to set campaign objectives, implement a campaign, measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.

#### Module Structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

<b>Unit-1</b>	<b>Marketing Campaign Process</b>
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>Understand and summarize the planning of marketing campaign process.</li> <li>Develop comprehensive understanding about how to undertake an external and internal situational analysis.</li> </ul>
<b>Unit-2</b>	<b>Planning Market Campaigns</b>
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>Know how to develop a successful marketing campaign plan.</li> <li>Develop understanding on implementation of a marketing plan in practice.</li> </ul>
<b>Unit-3</b>	<b>Monitoring &amp; Evaluating A Campaign</b>

**Learning Outcomes**

- Develop knowledge on the principles of monitoring a marketing campaign.
- Develop knowledge and skills to undertake a post campaign evaluation.

**Module-5: Fundamentals of Professional Communication****Module Description**

This course introduces the principles of effective communication skills to the students who wish to advance professionally. It provides an opportunity to study the forms of writing that are essential for entry to mid-level administrator and managers. This course prepares the students in three areas: (1) Understanding professional communication, (2) Principles of professional communication and (3) Effective business letter, emails, meeting minutes, and reports. A wide range of topics will be discussed including intercultural communication, formal language, and formats of business documents, meetings, and employment related communication.

**Module Structure:**

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

<b>Unit-1</b>	<b>Understanding profession communication</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• Be able to appreciate the value of effective communication.</li><li>• Be able to identify the elements of professional communication.</li></ul>
<b>Unit-2</b>	<b>Application of the communication principles</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• Be able to identify key principles for effective communication.</li><li>• Be able to apply the key principles to increase communication effectiveness.</li></ul>
<b>Unit-3</b>	<b>Professional documents</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"><li>• Be able to explain the characteristics of a professional documents.</li><li>• Be able to prepare basic documents following professional standards.</li></ul>

**Module-6: Fundamentals of Distribution & Channel Management****Module Description**

This module gives the participants the knowledge and skills to understand the Process of Channel & Distribution Management or Customer Marketing as known in these modern days. Participants will learn the role of Customers in contributing to the growth of an organization. Participants will also learn how to analyze Shopper Footprint, understand Channel Classification and Management and how to extract the best out of Channel Partners. This will finally lead to understanding the Customer Value Proposition, Channel Campaign, Category Management and finally a Brand's journey from the Company to the Consumer's hand.

**Module Structure**

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

<b>Unit-1</b>	<b>Fundamentals of Customer Marketing</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"> <li>• Understand Customers – Channel Classification and Management.</li> <li>• Understanding Customer Value Proposition.</li> </ul>
<b>Unit-2</b>	<b>Developing Route to market</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"> <li>• Learning how to develop a Model Distribution Network.</li> <li>• Understand Category Management Process.</li> </ul>
<b>Unit-3</b>	<b>Customer Value Proposition</b>
	<b>Learning Outcome</b> <ul style="list-style-type: none"> <li>• Integrate Consumer &amp; Customer Value Proposition.</li> <li>• Deliver Brands to Hands of Consumers.</li> </ul>

## Module-7: Fundamentals of Marketing Strategy

### Module Description

Tactics of marketing allow organizations to be successful by availing unique competitive advantage. Every business should have a marketing strategy. Creating a strategy ensures companies are targeting the right people, with relevant content that appeals to them. The module thus emphasizes the importance of marketing strategy as a strategic approach to improve efficiency and effectiveness of the organizations.

### Module Structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able:

<b>Unit-1</b>	<b>Fundamentals of Market driven strategy</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"> <li>• To make differentiation among different strategies regarding markets and competitive Space.</li> <li>• To enrich capabilities regarding competitive interaction in the marketplace.</li> </ul>
<b>Unit-2</b>	<b>Importance of Networking / Relationship and Market Analysis</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"> <li>• To understand the drivers of inter-organizational networking / relationship.</li> <li>• To recognize and apply different strategies for obtaining information about market and competitive space.</li> </ul>
<b>Unit-3</b>	<b>Route to avail USP (Unique Selling Proposition) for organization</b>
	<b>Learning Outcomes</b> <ul style="list-style-type: none"> <li>• To understand the process of creating ‘uncontested market space’ that makes the competition irrelevant.</li> <li>• To apply the lessons learned from the technique in practical context.</li> </ul>