



Marketing Financial Services

The objective of this course is to familiarize the applicants with the basic concepts of marketing, its scope and application in the corporate arena specifically in banks. Concepts of brand equity, marketing management and customer relationship management are discussed in detail.

Also, information on developing the marketing mix, distribution of products and logistics management is covered. Primarily this course aims to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.



*Feb 27-Apr 10, 2018
Every Tuesday &
Thursday
@IBA City Campus
6:30 PM to 8:30 PM
PKR 15,000/-*



Learning Objectives/Outcomes:

After the successful completion of this course, participants will be able to:

- ◆ Have knowledge and understanding of:
 - Marketing, its philosophy and significance
 - The 4 P's – Product, Price, Place and Promotion
 - Concept of Services Marketing
 - Emerging trends and challenges of global markets
 - Social and ethical issues in Marketing
 - Marketing Ethics for Islamic Financial Services
- ◆ Be able to understand the scope of and develop effective marketing strategies and programs for financial services
- ◆ Be well versed with the concept of brand equity and brand management
- ◆ Be able to effectively utilize the concepts of CRM for marketing success
- ◆ Have working knowledge of Marketing Research concepts, its application and importance
- ◆ Have thorough understanding and knowledge of the following:
 - Citizens and public action to regulate marketing
 - Business action towards socially responsible marketing
 - Principles of public policy towards marketing
 - PEMRA Rules and policies



Trainer's Profile:

Faraz Younus Bandukda, an entrepreneurial evangelist, is currently the Chief Executive at Al Hilal Shariah Advisors (Pvt.) Limited, providing Islamic Business support services in the field of trade, finance, halal certification and wealth management. Faraz has remained on the board of directors of various organisations including Fortune Investments (PVT.) Limited, Fortune Solutions (PVT.) Limited and Pakistan Synthetics Limited.

He has done his Masters in business administration from Institute of Business Administration (IBA), Karachi and holds a bachelor's degree in computer science from FAST-NU. He is also a CFA level III candidate from the CFA Institute, USA and has an Islamic finance certification from Centre for Islamic Economics (CIE), a division of Jamia Dar ul Uloom, Karachi.

At the Center for Executive Education IBA, Faraz conducts corporate training on the topics of Marketing Financial Services, Finance Boot Camp & Use of MS Excel in Finance. He has been part of training program with Sindh Engro Coal Mining Corporation (SECMC).



Contents

Introduction to Marketing	Marketing Strategy	Marketing Communication
Consumer & Customer Behavior	Service Differentiation	Personal Selling
Decision Making Process	Competitive Strategies	Direct Selling
Individual Customer	Brand Management	Marketing Audit
Corporate Customer	Product Life Cycle Management	Global Marketing & Selling Perspective
Marketing Research	Pricing Strategy	Social and Ethical Marketing Practices
Product Development	Distribution Networks (Branch Network, Alternate Distribution Channels, Utilizing Banking Distribution for non-banking financial services)	Marketing of Islamic Financial Services

For Queries & information

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Registration form & Fee Voucher are available at our website: <http://sdp.iba.edu.pk/>
 Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.
 No fee will be accepted in cash/cheque at our office.



Skills Development Program

Adding Skills to Experience