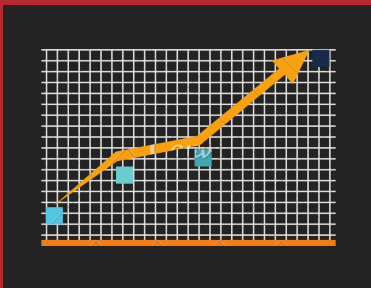


Effective Business Intelligence for Marketing and Sales Professionals



For Registrations

Ph.: 021-38104700-01 Ext: 1813 &
1541, 1801, 1811.

Email: BESDP@iba.edu.pk |

Website: <http://sdp.iba.edu.pk> |

Payment Details: Please submit a
payorder in the name of IBA
Karachi.

Skills Development Program

Adding Skills to Experience



**14TH SEPTEMBER, 2019
SATURDAY**

9:00 AM - 5:00 PM

-Classes will be held at IBA City Campus

TARGET AUDIENCE

Marketing, Sales & Brand Professionals who are
involved in developing, auditing or approving
marketing activities, campaigns and strategies.

Training Fee: Rs: 15,000/
(Fee is inclusive of certificate,
lunch/refreshments and
business networking)

Sales (tax): 5%

Total Amount: Rs 15750/

ABOUT THE TRAINER MR. MUNTAZIR HAIDER

Former CMO – foodpanda Pakistan, one of the pioneers of Digital Marketing in the region & Digital Driven Retail Marketing, Marketing Leader of foodpanda Glory in 2014, and Initiator of Digital Marketing @ Pizza Hut Pakistan – Muntazir is an accomplished marketer, a strategic thinker; MBA from IBA, over a decade long experience helping brands sustain and grow, Mr. Haider is an entrepreneur, working as Senior Partner @ The Brand Consultants (TBC). A renowned Corporate Trainer with clientele list spanning across the Middle East region, Muntazir has conducted over 500 workshops and training programs.

With over 10 research conferences in different countries of the world, he is also visiting faculty at various renowned institutes such as IBA, SZABIST, IoBM, DHA Suffa University, etc.



OVERVIEW

Intended to develop the much needed marketing intellect in marketing, sales and branding professionals; this one-day custom made best seller program aims at assisting professionals on decision making regarding various aspects of marketing such as building campaign, identifying the right objective, choosing the right strategy and applying various frameworks – this program will assist marketers into thinking strategically, and developing executive plans. This is not a number crunching program – it assists in decision making and improvisation of strategy.



LEARNING OUTCOMES

- Learn the art of data sourcing and usage
- Understand the big data concept and its application to marketing activities
- Comprehend what number crunching implicates in marketing
- Apply the understanding towards marketing decision making

TOPICS

- -Module 1: Customer Profiling
- -Module 2: CAC vs. CRC – Strategies and Implications
- -Module 3: Implications of CRM Solutions
- -Module 4: Building Low-Cost Loyalty Programs
- -Module 5: Campaign Analysis