IBA Institute of Business Administration Karachi
Leadership and Ideas for Tomorrow

SDP Skills Development Program

SKILLS DEVELOPMENT PROGRAM

Marketing Base Camp

Summit the Marketing Challenge and be an Ace Marketer

Jan 1 to 29, 2022 | Every Saturday

Time 9:30 am to 5:30 pm

Venue: City Campus, IBA Karachi

A 40 hours intensive and interactive on-campus training program

Especially for aspiring & junior marketers.

Early Bird Discount Available.

For registrations, please contact: 021-38104701, Ext. 1811, 1813, 1801

OVERVIEW:

Welcome to the most rigorous marketing program to build rock solid marketing fundamentals to summit your success journey. These 5 days will change your

perspective on how you plan your marketing spend and how you drive business results.

Practical, comprehensive and personalized to lift your understanding to a pro level marketer.

What will you Gain?

- Relevant and practical marketing knowledge
- Frameworks which will multiply your marketing effectiveness
- Enable you to steer your team to be ace performers
- Enable you to develop your own Brand
- Link your marketing spend to business results
- Certification from IBA

TRAINER PROFILE

Salman Mir ; An accomplished marketer with extensive and diverse local/international marketing and brand building experience.

Salman brings with him unmatched experience of over 20 years from FMCG, Media, Pharmaceutical, and Research industries. An IBA alumni, his insatiable appetite to learn led him to complete additional Masters degree from UNSW, Australia. He also holds certification from IMD Switzerland , IESA Spain and INSEAD Singapore.

He has passion to teach marketing and has been associated with leading business schools including IBA, where he teaches Strategic Marketing. Currently, he runs his own food ventures as full time Entrepreneur.

PARTICIPANTS' PROFILE

This immensely practical 5 weekend program Is geared especially for : Aspiring & Junior Marketers – Trainee, ABM, Brand or Marketing Teams, Executive from other function, & SMEs.

Registration Link: https://tinyurl.com/mbcamp2021

Discount: 10% for 2 or more participants & 15% for 5 or more participants from the same organization

For queries & registrations:

Email: besdp@iba.edu.pk
Tel: 021-38104700-01 Ext. 1811, 1813, 1541, 1801
Website: http://sdp.iba.edu.pk/

Program Fee: PKR 30,000

(Plus 5% GST) (inclusive of certificate, training material, and business networking)

Center for Executive Education, Institute of Business Administration, Garden/ Kayani Shaheed Road, KARACHI-74400