

Diploma in Marketing

Starting: September 23, 2016



Institute of Business Management (IoBM), one of the top ranked business school of Pakistan, is pleased to announce new cycle of Marketing Diploma Program. This program is designed for students who are starting their career and professionals who are already working in marketing departments of various organizations.

Learning Overview

Marketing is first and foremost a strategic approach to business rather than an operational or functional department in an organizational setup. This is primarily because Marketing brings in 'customer's voice' and (should) become the catalyst to connect customer to the internal value network of the organization; to deliver 'Customer Value Proposition' better than the rivals and keep improving this through 'incremental' and 'disruptive' innovation in products, processes and business models.

Diploma in Marketing will comprise of 9 rich value-driven modules covering cutting edge research into customer insight and examples of marketing strategies applied successfully by corporate practitioners. You will learn through case studies and conceptual framework developed as a result of research, about issues faced by organizations. The diploma will bring new methods and techniques applied to marketing domain like consumer segmentation, targeting, positioning, value creation through product innovation, value balancing through pricing, product placement and sales force design and management.

Learning Modules

1- Marketing-Strategy Interface	Sep. 23-30, 2016
2- Understand & Manage your Customer for profitable growth	Oct. 07-14, 2016
3- Rediscovering Consumer Segment	Oct. 21-28, 2016
4- Game Changer: How to drive profit and growth with Innovation	Nov. 04-11, 2016
5- Moving from Cost based to Value based Pricing model	Nov. 18-25, 2016
6- Go-to-Market Strategies---Dynamics, Framework and Tools	Dec. 02-09, 2016
7- Brand Positioning: From Consumer to Value Network	Dec. 16-23, 2016
8- Sales Force Management: Linking Sales with Strategy	Dec. 30 & Jan. 06
9- Blue Ocean Strategies and how to use them in Marketing	Jan. 13-20, 2017

Pre-reading assigned
articles/conceptual papers/
Class discussion 30%

Case preparation/group
discussion/presentation 30%

Experiential Learning/
Corporate related project
work 40%

Learning Expert | M. Ekhlaque Ahmed



Mohammad Ekhlaque Ahmed, Assistant Professor, Head of Department and Lead Capstone Course Projects. He holds a Master degree in Business Administration from Institute of Business Administration, Karachi. He has over 30 years of working experience in the Corporate Sector at various Senior Management positions in both multinational and local companies. He worked for Philips, Osram, Dadabhoy Cement and Rajby Industries before joining IoBM as permanent faculty. Besides basic marketing courses like Marketing Management, Principles of Marketing, Sales Management he has also been teaching Strategic Marketing Planning, Marketing Strategies and Value Innovation, Distribution and Channel Management.

M. Ekhlaque Ahmed is also a Corporate Trainer in the field of Marketing & Management. He has conducted public and in house workshops on various marketing and business management topics for national and international companies. Topics covered Strategic Management, Strategic Marketing, Distribution and Channel Management, Blue Ocean Strategy, Business Balanced Scorecard and Strategies for Bottom of the Pyramid Market backed by research and traces of application specially in emerging economies. He brings in practical insights for relating well researched conceptual framework with the needs of modern marketing and organizational systems development to take them forward in terms of growth and competitive positioning.

Learning Investment

The program fee for entire program is Rs. 40,000/-

Learning Venue

Entrepreneurship & Management Excellence Center
Institute of Business Management (City Center)
D-37, KDA Scheme No. 1, Miran Muhammad Shah Road, Karachi

Important: The Diploma will only be awarded once all the pre and post module assignments are received and graded and exam cleared.

Classes will be conducted once a week (Friday) in the evening from 6:00 pm to 9:00 pm at the IoBM City Center.