

**BANGLADESH INSTITUTE OF
MANAGEMENT**

4 Sobhanbag, Mirpur Road, Dhaka-1207

SAMPLE NOMINATION FORM

1. Name (Block Letter) :
2. Mailing Address :
(With Phone No.)
3. Contact No. & E-mail Address of the
Nominee(s) :
4. Nationality :
5. Education :

<u>Year</u>	<u>Institute</u>	<u>Certificate/Degree</u>
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6. Experience : (years)
7. Accommodation required in BIM Hostel:
 YES NO
8. Name of the Nominating Organization:
9. Approval / Signature of the
Nominating Authority : _____

ADDRESS :

BIM DHAKA OFFICE

4 Sobhanbag, Mirpur Road
Dhaka-1207



58155034, 58155077, 58155116
(PABX), 9103171- 3 Ext. 106

Fax : 880-2-58152476
Web : www.bim.gov.bd
E-mail: ukdatta1969@gmail.com

Course on

**Certificate Course on
Effective Marketing and
Sales Management**

December 01 to 12, 2019

BIM



গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
বাংলাদেশ ইনস্টিটিউট অব ম্যানেজমেন্ট
**BANGLADESH INSTITUTE OF
MANAGEMENT**
4, Sobhanbag, Mirpur Road, Dhaka-1207

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4, Sobhanbag, Mirpur Road, Dhaka-1207

Ref: 36.07.0000.007.31.004.19 Date: 13.11.2019

**Subject: Certificate Course on Effective
Marketing and Sales Management**

Dear Sir,

It is our pleasure to inform you that, Marketing Management Division is going to organize a 2 week course as mentioned above from **01 to 12 December 2019** at BIM Dhaka Campus. Brief information about the course such as course contents, course fees, etc. are provided in this brochure.

Nominations from your esteemed organization are invited for the course as soon as possible. For further information, please feel free to contact the undersigned.

Thanking you,

Yours sincerely,



(Dr. Uttam Kumar Datta)

Senior Management Counsellor
Head of Marketing Management Division
&

Course Coordinator.

Cell No. 01715-782054

E-mail: ukdatta1969@gmail.com

Certificate Course on Effective Marketing and Sales Management

Eligibility for the course

Graduation Degree in any Discipline and Minimum one year experience as marketing and sales manager

Course Objectives

The ultimate objective of this course is to trained up executives who are working as marketing and sales managers in distinguish business organizations and certify the fresh participants as the trained up persons on "Marketing and Sales Management" to ensure their job opportunities as Marketing and Sales Executives in any business organization.

Background of the course

In the modern marketing concept, exchange is the core concept of marketing. In this view, all organizations are crating exchanges. But most of them have no skilled executives who have formal marketing knowledge, skill, and positive attitudes in performing their marketing activities effectively and efficiently. In order to trained up the existing executives and provide trained up executives for those organizations, this course has been designed.

Course Outline

- Levels of Market & Marketing Management.
- Individual Product Decisions & Product Strategy
- Designing Marketing Channels & Pricing Strategy
- Effective Marketing Communication Strategy
- Product Life-Cycle and Marketing Strategy
- Competitive Marketing Strategy and Marketing Plan

- Value, Customer Satisfaction, Retention & CRM
- Effective Selling & Sales Management
- Demand Forecasting, Quota, and Territory Mgt.
- Sales Force Designing & Management
- Effective Selling Techniques
- Monitoring Sales & Performance Evaluation
- Duties of Salesperson & Sales Supervisors

Who Should Attend

Fresh Graduates, Junior & Mid level Executives of any Department in Business Organizations.

Training Methods

Lecture & Exercise, Lecture & Group Discussion.

Duration : 01 to 12 December 2019

Timing : 05:30 pm to 09:30 pm

Venue : **BIM, Dhaka Campus**
4, Sobhanbag, Mirpur Road
Dhaka-1207.

Course Fee:

Tk. 9,000 (Nine thousand) only fees to be paid by Crossed Cheque/Bank Draft/Pay-Order in favour of **Director General, BIM, Dhaka.** (Excluding VAT & Tax)

Last date of Submission of Nomination

27 November, 2019.

Contact Person:

Dr. Uttam Kumar Datta
Senior Management Counsellor
& Course Coordinator.
Cell No. 01715-782054
E-mail: ukdatta@gmail.com

Course Secretary:

Md. Ator Ali
Assistant Coordination Officer
Cell No. 01913-308441