



**BANGLADESH INSTITUTE
OF MANAGEMENT (BIM)**

(Ministry of Industries)

4, Sobhanbag, Mirpur Road, Dhaka

www.bim.org.bd



Effective Marketing and Sales Management

OBJECTIVES

The ultimate objective of this course is to train 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.

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

This course is specially designed for the senior marketing executives and head of Research and Development Department (R&D) at commercial organizations. Fresh graduates with no marketing research background who are interested to build up their career in marketing and sales management may also attend the course.

Training Methods

Lecture, Case Studies, Field Visit to follow up a simple marketing system.

DURATION: 15-26 November 2020

TIMING: 17:30 - 21.30 hrs

VENUE: BIM

4, Sobhanbag, Mirpur Road
Dhaka – 1207.

FEES: Tk. 9,000/= (Nine thousand) excluding VAT and Tax.

per participants which include refreshment, course materials etc. (payment should be made by Cross Cheque/Bank Draft/Pay Order in favor of **Director General, BIM, Dhaka**)

LAST DATE OF REGISTRATION: 20 September, 2020.

RESIDENTIAL FACILITY

Limited Residential facility is available for those who are from outside Dhaka.

COURSE COORDINATOR:

Dr. Uttam Kumar Datta
Senior Management Counsellor
Head, Marketing Management Division
BIM, 4, Sobhanbag, Mirpur Road
Dhaka – 1207
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Ref: 36.07.0000.007.31.004.19 ate: 12-10-2020

Sub: Two Weeks 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 days course as mentioned above from **15- 26 November, 2020**. 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

**BANGLADESH INSTITUTE
OF MANAGEMENT**

4, Sobhanbag, Mirpur Road, Dhaka-1207.

SAMPLE NOMINATION FORM

1. Name (Block Letter) :
2. Mailing Address :
(With Phone No.)
3. Permanent Address :
4. Date of Birth :
5. Nationality :
6. Education :

<u>Year</u>	<u>Institute</u>	<u>Degree</u>	<u>Div./Class</u>
7. Training : (in order of recency)
8. Experience : (in order of recency)
9. Name of the Nominating Organization:
10. Accommodation in BIM Hostel :

	YES	NO
DHAKA OFFICE	<input type="checkbox"/>	<input type="checkbox"/>
11. Approval / Signature of the
Nominating Authority: _____

ADDRESS

BIM DHAKA CAMPUS

4 Sobhanbag, Mirpur Road, Dhaka-1207.
☎ 58155034, 58155077, 58155116, 9103171-3,
(PABX)
FAX : +88-02-58152476

ON REQUEST

☎ 911 06 27, 911 12 16,
Website : www.bim.gov.bd

BIM CHATTOGRAM CAMPUS

Chandgaon Residential Area
Post: Chandgaon, Chittagong.
☎ 67 03 32

BIM KHULNA CAMPUS

Boira Main Road
Boira, Khulna
☎ 76 23 91

**Two Weeks Training Program
on
"Effective Marketing and Sales
Management"**

15 – 26 November, 2020



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