

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 :
Year Institute Certificate/Degree
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 (PABX)
58155116, 9103178 (PABX)
9103171-3 (PABX)
Ext. 106

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

2 WEEK EVENING COURSE ON

Brand Management for Effective Marketing

February 16–27, 2020

BIM



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

**BANGLADESH INSTITUTE OF
MANAGEMENT**

4, Sobhanbag, Mirpur Road, Dhaka-1207

Ref: 36.07.0000.007.01.971.17 Date: 13.01.2020

Subject: Course on

**“Brand Management for Effective
Marketing”**

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 16 to 27 February, 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
&
Course Coordinator.
Cell No. 01715-782054
Ext. 106
E-mail: ukdatta1969@gmail.com

**Brand Management for
Effective Marketing**

Course Objectives

- How can a company build and manage its product mix and product line?
- How can a company make better brand decisions to establish a brand?
- How can a company win competitive advantages through setting a branding strategy?

Course Outline

- Brand and Brand Management
- Why do Brand Matter?
- Customer Based Brand Equity
- Designing Marketing Programs to build Brand Equity
- Identifying and establishing brand positioning and values
- Planning and implementing brand marketing programs
- Integrating marketing communications to build brand equity
- Leveraging secondary brand knowledge to build brand equity
- Developing a brand equity measurement and management system
- Measuring sources of brand equity: capturing customer mindset
- Growing and sustaining brand equity
- Introducing and naming new products and brand extensions
- Managing brand over time.

Who Should Attend

Junior and Mid level executives who are involved as a brand manager, product manager, and business unit manager in distinguished business organizations can attend the course. Executives, who are interested to build up their carrier as a brand or product manager can also attend the course.

Training Methods

Lecture, discussion, case study, exercise, etc.

Duration : 16–27 February 2020

Timing : 17:30 to 21:30

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

Course Fee:

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

Last date of Submission of Nomination

12 February, 2020.

Contact Person:

Dr. Uttam Kumar Datta
Senior Management Counsellor &
Course Coordinator.

Cell No. 01715-782054

E-mail: ukdatta1969@gmail.com