



**BANGLADESH INSTITUTE
OF MANAGEMENT (BIM)**

(Ministry of Industries)

4, Sobhanbag, Mirpur Road, Dhaka

www.bim.org.bd



Marketing Research for Effective Decision Making

OBJECTIVES

The main objective of this course is to build skilled marketing managers to make fruitful decisions in designing product, setting right price, selecting best channel for distribution and effective communication mix to operate the organization effectively and efficiently.

COURSE OUTLINE

- Defining the Research
- Defining the Problem and components of the Research Approach
- Research Design: Classification
- Potential Sources of Error in Conducting a Research
- Qualitative Research Procedures
- Descriptive Research Design: Survey and Observation
- Descriptive Research Design: Survey and Observation
- Causal Research Design: Experimentation
- Measurement and Scaling
- Questionnaire and Form Design
- Field Work and Form Design
- Data Analyzing with SPSS and Report preparing

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: 25 – 26 September, 2020.

TIMING: 09:30 – 17:30 hrs

VENUE: BIM

4, Sobhanbag, Mirpur Road
Dhaka – 1207.

FEES: Tk. 5,000/= (Five 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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**Sub: 2-Deys Course on
“Marketing Research for Effective
Decision Making”**

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 **25 - 26 September, 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

**2Deys Training Program
on**

**“Marketing Research for Effective
Decision Making”**

25 – 26 September, 2020



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