

**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



81174 05 - 07 (PABX)
9103171- 3, 9103178
Ext. 106

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

**2 WEEK (EVENING) COURSE
ON**

**Marketing & Sales
Management**

13 to 24 May, 2018

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: BIM/MM/MSM/2017 Date: 08.04.2018

Subject: Course on
“Marketing & 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 13 to 24 May 2018 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 or
8117405-07 Ext. 106
E-mail: ukdatta@gmail.com

Marketing and Sales Management

Course Objectives

The main objective of this course is to trained up the executives who are working as marketing and sales managers in distinguish business organizations and certify the 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

Marketing Management :

- Understanding Market, Marketing and Marketing Management
- Winning Markets through Market – Oriented Strategic Planning
- Measuring Market – Demand
- Adapting Marketing to the New Economy
- The Major Drivers of the New Economy
- How Marketing Practices are changing E-Business
- How Marketing Practices are changing
- Analyzing consumer Markets and consumer Behavior
- Dealing with the competition
- Developing new products
- Setting the product and Brand strategy
- Developing price strategies and programs
- Managing the marketing channels
- Managing integrated marketing communications
- Types of marketing control

Sales Management :

- Understanding sales management
- Formulation of sales strategy
- Functions of sales strategy
- Functions of sales organization
- Methods of selling
- Territory sales manager’s job responsibilities

- Sales and the human condition
- The art of effective selling and salesmanship.

Who Should Attend

Top, mid and junior level of executives who are working as marketing and sales managers in distinguished business organizations can attend the course. Graduates and executives with no marketing background who are interested to build up their career in marketing and sales may also attend the course.

Training Methods

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

Duration : 13 to 24 May 2018

Timing : 09:00 to 13:00

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/draft/pay-order in favour of **Director General, BIM, Dhaka.** (excluding hostel and accommodation charges)

Last date of Submission of Nomination

10 May, 2018.

Contact Person:

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Senior Management Counsellor &
Course Coordinator.
Cell No. 01715-782054 or
8117405-07, 9103171– 3, 9103178 Ext. 106
E-mail: ukdatta@gmail.com

Course Secretary:

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