

**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.gov.bd
E-mail: ukdatta@gmail.com

FULL DAY COURSE ON

**MARKETING RESEARCH
FOR
EFFECTIVE DECISION MAKING**

04 - 05 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: 36.07.07.00.01.11.2015 Date: 17.04.2018

Subject: 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 04 to 05 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

E-mail: ukdatta@gmail.com

Marketing Research for Effective Decision Making

Course 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
- 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 : 04 to 05 May 2018

Timing : 09:00 to 17:00

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

Course Fee:

Tk. 5,000 (Five 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

03 May, 2018.

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