

BANGLADESH INSTITUTE OF MANAGEMENT
4 Sobhanbag, Mirpur Road, Dhaka-1207

POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

SYLLABUS FOR PART-I

Evaluation Criteria:

Class Attendance : 10%
Class Test : 20%
Final Examination : 70%

Name of Subject :

1. Principles of Marketing
2. Consumer Behaviour
3. Sales Management
4. Applied Statistics
5. ICT
6. Marketing Research

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: Principles of Marketing

Full Marks: 100

Chapter	Topic
1	Marketing Defined, Basic Concepts
2	Customer Relationship Management.
3	The Marketing Environments : The Company's Micro & Macro Environment.
4	4 p's of Marketing.
5	Building the Right Relationships with the Right Customers. a) Market Segmentation b) Target Marketing c) Positioning for Competitive Advantage
6	What is a Product? Classification & Levels of Products.
7	New Product Development & Product life Cycles.
8	What is a price? General Approaches.
9	Nature & Importance of Channels & Channel Design Decisions.
10	The Marketing Communication Mix.
11	Competition Analysis.
12	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: Consumer Behaviour

Full Marks: 100

Chapter	Topic
1	Part-I Studying Consumer Behavior <ul style="list-style-type: none"> <input type="checkbox"/> Defining Consumer behavior <input type="checkbox"/> Why study consumer behavior <input type="checkbox"/> Applying Consumer Behavior Knowledge <input type="checkbox"/> Studying Consumer Behavior <input type="checkbox"/> Modeling Behavior
2	Part-II Environmental Influences on Consumer Behavior: <ul style="list-style-type: none"> <input type="checkbox"/> Culture <input type="checkbox"/> Sub-Cultures <input type="checkbox"/> Social Class <input type="checkbox"/> Social Groups <input type="checkbox"/> Family <input type="checkbox"/> Personal Influence and Diffusion of Innovations
3	Part-III Individual determinants of consumer behavior: <ul style="list-style-type: none"> <input type="checkbox"/> Personality and Self-Concept <input type="checkbox"/> Motivation and Involvement <input type="checkbox"/> Information Processing <input type="checkbox"/> Attitudes
4	Part-IV Understanding Consumers and Market Segments
5	Part-V Modeling and researching consumer behavior
6	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: Sales Management

Full Marks: 100

Chapter	Topic
1	Introduction to Sales Management.
2	Steps in designing and managing a sales force.
3	Duties & responsibilities of a Sales Manager.
4	Problems of Sales Management.
5	Ten qualities of a winning sales manager
6	What successful sales managers do?
7	What successful sales managers don't?
8	Recruitment.
9	Training.
10	Motivation.
11	Sales display & sales promotion.
12	Evaluating sales team.
13	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: Applied Statistics

Full Marks: 50

Chapter	Topic
1	Introduction to Statistics a) Definition and scope b) Source and Type of Data c) Collection of Data d) Sampling Techniques
2	Presentation of Data Frequency Distribution, Tables, Chart, Diagram, Pie chart
3	Measures Central Tendency Mean, Median and Mode
4	Measures of Dispersion Range, Mean deviation, Standard Deviation
5	Correlation Simple, Coefficient, Rank
6	Test of Hypothesis T-Test, z-Test.
7	SPSS Software ICT with SPSS Software
8	Probability Probability Axioms Sample Space Event Law of Probability Types of Probability & Probability Distribution
9	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: ICT

Full Marks: 50

Chapter	Topic
1	<p>Computer Basics :</p> <ul style="list-style-type: none"> <input type="checkbox"/> Basic Hardware Concepts <input type="checkbox"/> Input Device <input type="checkbox"/> Out Device <input type="checkbox"/> CPU <p>Operating System</p> <p>Networking :</p> <ul style="list-style-type: none"> <input type="checkbox"/> Type of Network <input type="checkbox"/> Components of Network <p>Internet and Web Applications</p> <ul style="list-style-type: none"> <input type="checkbox"/> Terminologies
2	<p>Microsoft Word and Basics of Word Processing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Basic File operations <input type="checkbox"/> Locating and managing documents <input type="checkbox"/> Previewing a Document Before Printing <input type="checkbox"/> Printing Document
3	<p>Introduction to Database</p> <ul style="list-style-type: none"> <input type="checkbox"/> Understanding of database, Record, Field and database management system <input type="checkbox"/> Getting acquainted with Fox-Pro <input type="checkbox"/> Creating and adding Information to a database
4	<p>Introduction to Database Management System (DMS)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction and data models <input type="checkbox"/> Data models and system structure <input type="checkbox"/> Database management system structure
5	<p>Introduction to Management Information system</p> <ul style="list-style-type: none"> <input type="checkbox"/> Definition, levels and-users of information system <input type="checkbox"/> Data processing system (DPS) Management Information System (MIS) and decision support system (DSS) <input type="checkbox"/> Operating Elements of Information System <input type="checkbox"/> Overview of MIS Design <input type="checkbox"/> Design of MIS output <input type="checkbox"/> Design of MIS input and control <input type="checkbox"/> Design of MIS methods, Procedures and data communication
6	<p>Implementation and testing of MIS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hardware/Software selection and computer contact <input type="checkbox"/> System testing and quality assurance <input type="checkbox"/> Managing system implementation
7	<p>Case Study</p>

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: **Marketing Research**

Full Marks: 100

Chapter	Topic
1	Introduction to Marketing Research
2	Scientific method & the Research Process
3	Defining the marketing research problem and developing an approach
4	Exploratory research design: Secondary data
5	Exploratory research design: Qualitative research
6	Descriptive research design: Survey and Observation
7	Causal research design: Experimentation
8	Management and scaling
9	Questionnaire and form design
10	Sampling design and procedure
11	Field work
12	Data presentation
13	Report preparation and presentation.
14	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

SYLLABUS FOR PART-II

Evaluation Criteria:

Class Attendance : 10%

Class Test : 20%

Final Examination : 70%

Name of Subject :

1. Marketing Management
2. Brand Management
3. Service Marketing
4. International Marketing
5. e-Marketing
6. Term Paper & Syndicate Presentation
7. Viva-Voce

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: **Marketing Management**

Full Marks: 100

Chapter	Topic
1	<u>Defining Marketing for the Twenty-first Century</u> The New Economy, Marketing Tasks, Marketing Concepts and Tools, Company Orientations Toward the Marketplace. How Business and Marketing are changing?
2	<u>Adapting Marketing to the New Economy</u> The Major Drivers of the New Economy, How Business Practices are Changing. How Marketing Practices are changing: E-Business, how Marketing Practices are Changing: Setting up Web Sites, How Marketing Practices are Changing: Customer Relationship Marketing.
3	<u>Building Customer Satisfaction, Value and Retention</u> Defining Customer value and Satisfaction, The Nature of High-Performance Business, Delivering Customer Value and Satisfaction Attracting and Retaining Customers, Customer Profitability, Company Profitability and Total Quality Management.
4	<u>Winning Markets Through Market-Oriented Strategic Planning</u> Strategic Planning: Three Key Areas and Four Organizational Levels, Corporate and Division Strategic Planning, Business Unit Strategic Planning. The Marketing Process, Product Planning: The Nature and Contents of a marketing Plan.
5	<u>Dealing with the Competition</u> Competitor analysis, Identifying Competitors Assessing Competitors Selecting Competitors to Attack and Avoid, Designing a competitive Intelligence System, Competitive strategies.
6	<u>Identifying Market Segments and Selecting Target Markets</u> Levels and Patterns of Market Segmentation, Segmenting consumer and Business Marketing, Market Targeting.
7	<u>Positioning and Differentiating the Market Offering Through the Product Life Cycle</u> Developing and Communicating a Positioning Strategy, Adding Further Differentiation, Differentiation Tools, Product Life-Cycle Marketing Strategies.
8	<u>Developing New Market Offerings</u> Challenges in New-Product Development, Organizational Arrangements, Managing the Development Process: Ideas, Managing the Development Process: Concept to Strategy, Managing the Development Process: Development to Commercialization.
9	<u>Setting the Product and Branding Strategy</u> The Product and the Product Mix, Product-Line Decision, Brand Decisions, Packaging and Labeling.
10	<u>Developing Price Strategies and Program</u> Setting the price, Adapting the Price, Initiating and Responding to Price Changes.
11	<u>Designing and Managing Value Networks and Marketing Channels</u> What is Value Network and Marketing-Channel System, Channel Design Decision, Channel-Management Decisions, Channel Dynamics.
12	<u>Advertising, Sales promotion and Public Relations</u> Setting Advertising objectives, setting advertising budget, developing advertising strategy, evaluation advertising, others advertising considerations.
13	<u>Sales Promotions</u> Rapid Growth of sales promotion, sales promotion objectives, major sales promotion tools, developing the sales promotion program, public relations.
14	<u>Personal Selling and Direct Marketing</u> Personal selling, managing the sales forced personal selling process, direct marketing.
15	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: **Brand Management**

Full Marks: 100

Chapter	Topic
1	<u>Brand and Brand Management</u> What is Brand? Can Anything be Branded? Branding Challenges & Opportunities, Brand Equity Concept, Strategic Brand Management Process.
2	<u>Customer-Based Brand Equity</u> Brand knowledge, Sources of Brand Equity, Strong Brand, Brand Building Implications.
3	<u>Brand Positioning and Values</u> Identifying & Establishing Brand Positioning, Positioning Guidelines, Defining and Establishing Brand Values.
4	<u>Choosing Brand Elements to Build Brand Equity</u> Criteria for Choosing Brand Elements, Options & Tactics for Brand Elements.
5	<u>Designing Marketing Programs to Build Brand Equity</u> New Perspectives on Marketing, Product Strategy, Pricing Strategy, Channel Strategy.
6	<u>Integrating Marketing Communications to Build Brand Equity</u> Information Processing Model of Communications, Overview of Marketing Communication Options, Developing Integrated Marketing Communication Programs.
7	<u>Leveraging Secondary Brand Knowledge to Build Brand Equity</u> Conceptualizing the Leveraging Process, Company, Co-Branding, Licensing & Celebrity Endorsement.
8	<u>Developing a Brand Equity Measurement and Management System</u> The Brand Value Chain, Establishing a Brand Equity Management System.
9	<u>Measuring Sources of Brand Equity; Capturing Customer Mindset</u> Qualitative Research Techniques, Quantitative Research Techniques.
10	<u>Designing and Implementing Branding Strategies</u> The Brand Product Matrix, Brand Hierarchy, Designing a Branding Strategy.
11	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: **Service Marketing**

Full Marks: 100

Chapter	Topic
1	Introduction to service marketing
2	Customer involvement in service encounters
3	Positioning Services in competitive markets
4	Designing the communication mix for services
5	Pricing and revenue management
6	Customer education & service promotion
7	Creating the service product
8	Designing and managing service processes
9	Distributing services
10	Managing people for service advantage
11	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: **International Marketing**

Full Marks: 100

Chapter	Topic
1	An overview of International Marketing <input type="checkbox"/> The scope and challenges of international marketing <input type="checkbox"/> The dynamic environment of international trade
2	The Cultural Environment of Global Markets <input type="checkbox"/> Cultural dynamics in assessing global markets <input type="checkbox"/> Business customers in global markets <input type="checkbox"/> The political environment: A critical concern <input type="checkbox"/> The international legal environment playing by the rules.
3	1. Assessing Global Marketing Opportunities <input type="checkbox"/> Developing global vision through marketing research
4	2. Developing Global Marketing Strategies <input type="checkbox"/> Global Marketing Management Planning and Organization <input type="checkbox"/> Product and services to consumers <input type="checkbox"/> International Marketing Channels <input type="checkbox"/> Integrated Marketing Communications and international advertising <input type="checkbox"/> Pricing for international markets.
5	Case Study

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POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Subject: e-Marketing

Full Marks: 100

Chapter	Topic
1	Convergence and Strategic e-Marketing
2	Strategic e-Marketing and The e-Marketing Plan
3	Global Markets and Ethical and Legal issues
4	Marketing Knowledge and Consumer Behavior
5	Segmentation and Targeting Strategies and Differentiation and Positioning Strategies
6	Product and Price
7	The Internet for Distribution and e-Marketing Communication
8	Customer Relationship Management
9	Case Study

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Marks Distribution of Term Paper, Syndicate Presentation & Viva-Voce for all Diploma Courses

Part-II

Subject	Approved Marks	Remarks
Term Paper	75	
Syndicate Presentation	25	
Viva-Voce	100	