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(Ministry of Industries)

4, Sobhanbag, Mirpur Road, Dhaka

www.bim.org.bd

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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 form 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

**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 managenebt may also attebd 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

T 8117405-7, 9103171-3, 9103178 (PABX)/106/217

**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.)

1. Permanent Address :
2. Date of Birth :
3. Nationality :
4. Education :

Year Institute Degree Div./Class

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

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](mailto:bim@bim.org.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**



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###### BANGLADESH INSTITUTE OF MANAGEMENT

4, Sobhanbag, Mirpur Road, Dhaka-1207.