

DIGITAL MARKETING & COMMUNICATION QUALIFICATION

Become a Certified Marketing Professional
approved by International Accreditation Organization (IAO)

Perfect for someone new to digital marketing or
looking to move into a digital marketing role.



Academy for Professional Qualification, in association with e-Career and
Bangladesh Brand Forum introduces in Bangladesh a course on
'Digital Marketing & Communication Qualification'

DESCRIPTION

As the commercial world has moved online, marketing professionals have had to adapt to stay competitive by gaining the expert skills needed to succeed in digital marketing. For many organizations, digital marketing has evolved from a set of tactical actions into a significant element of strategy. This course will provide you with an in-depth consideration of communication, advertisement and digital marketing capabilities that can be embedded within strategic marketing planning.

Bangladesh Brand Forum in association with Academy for Professional Qualifications introduces in Bangladesh this digital course. This will develop the knowledge and understanding of basics of marketing, advertisement, digital marketing tools and tactics which can be used effectively in an online environment.

This comprehensive course would be a perfect foundation for any budding marketer or advertisement professional to build their career in this powerful industry.

PURPOSE OF THE COURSE

- This course provides insight into how organizations can implement core marketing and digital marketing capabilities into strategic marketing planning.
- It outlines how an understanding and analysis of the macro- and micro-environments can enable organizations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategies.
- It provides recognition of how creating digital marketing mixes can enable organizations to respond with agility to market needs.

TRAINING METHODOLOGY

- This Course is offered via distance learning in Bangladesh. We are offering blended Learning - the perfect blend of Face-2-Face virtual classes and supported independent learning.
- Our tutors are based in England and all are hand-picked not just for their skills as educators and motivators, but also for their years of real-world experience working in their chosen sector.
- The e-learning will be delivered via an advanced online learning management system. You can access it from anywhere, at any time using a PC or smartphone.

COURSE PRE-REQUISITES

- No qualifications or marketing experience is required. However, some work experience would be advantageous.
- The student will typically be operating in a wider marketing role and will be required to integrate digital solutions into the marketing plan.
- Prospective candidates must have Bachelor's degree in business studies with strong proficiency in English.

OVERARCHING LEARNING OUTCOMES

Marketing world is a constantly evolving and increasingly important discipline within modern business environment. This course will enable you to build essential skills in order to identify, integrate and monitor effective tactics to deliver enhanced marketing activities.

Session 1: **Introduction & Course Overview**

Marketing Landscape and the disruptive digital marketing environment

Session 2: **Advertising**

The Purpose of Adverts, Key elements, Positioning the Message & Media Planning

Session 3: **Communication**

Viral Marketing, avoiding Pitfalls in Marketing and Advertising

Session 4: **Introduction to Social Media Marketing**

Basics of Marketing with Social Media, Marketing Tools and Tips for Success

Session 5: **Marketing with Google and Facebook**

Google Analytics, PCC/AdWords, SEO, and Facebook marketing

Session 6: **Other Social Media Marketing**

YouTube, Reddit, Pinterest, Twitter, LinkedIn, Tumblr

WHAT WILL YOU GET?

- Internationally recognized Certificates - issued by e-Career (UK) and BBF Centre of Knowledge & Innovation
- 30% discount on two BBF events
- Membership of BBF Knowledge Center with access to the resource base

CLASS SCHEDULE

- This is a 2 weeks program, students will get 12 hours of tutoring and will be fully supported by online self-learning with unlimited access to the advanced online learning management system
- Friday, February 02, 2018 4.00pm to 6.00pm (session 1) – Tanvir Ahmed
- Saturday February 03, 2018 2.00pm to 7.00pm (session 2 & 3)– Dr. Bidit Dey
- Friday, February 09, 2018 4.00pm to 6.00pm (session 4) – John Chacksfield
- Saturday February 10, 2018 2.00pm to 7.00pm (session 5 & 6)- Peter Sumpton

Students will attend the classes from their own place, no need to travel to any specific location!

APPLICATION PROCEDURE & COURSE FEES

- Course fee is £235 (Approx. BDT 25,850/+VAT) per person.
- Registration with Bangladesh Brand Forum and payment to be made online at www.professional-qualifications.com or to Brandzeal.

NOTE: The course demands a mandatory presence on each class day and also pass the online assessment to get the certification.

KEY RESOURCE PERSONS

- The course module has been developed by e-Career, United Kingdom. e-Career has delivered 400,000+ course in 50+ countries since 2011.
- e-Career partner with organizations like Microsoft, Adobe, CISCO, CIMA, PMI, six sigma, Dummies, Reed, Monster and many more for content development.
- The course leader is Tanvir Ahmed and course will be delivered by Dr. Bidit Dey, John Chacksfield & Peter Sumpton. They all are highly experienced digital marketing professionals and expert trainers.



TANVIR AHMED (MCIM): Strategic marketing professional with years of experience in brand marketing, with a track record of success across operational and global marketing roles. He has a wide portfolio of experience in the most competitive markets in both developed and emerging world. He is highly passionate about global marketing & disruptive innovation. He is the founder of Academy for Professional Qualification, a writer and a coach.

DR. BIDIT DEY: Lecturer in marketing at Brunel University and the Deputy Director of Brunel MBA Programme. Dr. Dey did his PhD at Queen's University Belfast and worked at Northumbria University, Glyndwr University and AIUB in Dhaka. He has graduated from IBA, DU. His research interest revolves around the adoption and use of technologies and teaches marketing courses.



JOHN CHACKSFIELD: An entrepreneurial, analytical and commercial T-Shaped marketing professional with extensive strategic and tactical experience and broad set of skills in traditional and digital marketing. Experienced in digital marketing campaigns and digital marketing strategy planning, tactical campaigns. Experienced speaker and digital business mentor.

PETER SUMPTON: Over the past 10 years Peter has worked with various organizations from SMEs to large multinational PLCs in a number of different market sectors. As a Chartered Marketer he covers the entire marketing genre from strategic planning to creative thinking and consumer engagement and has been a tutor of CIM qualifications at various levels offering students guidance and advise



CONTACT DETAILS

For application and other information please contact:

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