

**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 Fundamentals
6. Marketing Research

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**POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT**

**Subject: Principles of Marketing**

Full Marks: 100

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

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## POST-GRADUATE DIPLOMA IN **MARKETING MANAGEMENT**

### **Subject: Sales Management**

Full Marks: 100

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

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**POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT**

**Subject: ICT Fundamentals**

Full Marks: 50

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

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**POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT**

Subject: **Marketing Research**

Full Marks: 100

<b>Chapter</b>	<b>Topic</b>
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	<b><u>Defining Marketing for the Twenty-first Century</u></b> The New Economy, Marketing Tasks, Marketing Concepts and Tools, Company Orientations Toward the Marketplace. How Business and Marketing are changing?
2	<b><u>Adapting Marketing to the New Economy</u></b> 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	<b><u>Building Customer Satisfaction, Value and Retention</u></b> 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	<b><u>Winning Markets Through Market-Oriented Strategic Planning</u></b> 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	<b><u>Dealing with the Competition</u></b> Competitor analysis, Identifying Competitors Assessing Competitors Selecting Competitors to Attack and Avoid, Designing a competitive Intelligence System, Competitive strategies.
6	<b><u>Identifying Market Segments and Selecting Target Markets</u></b> Levels and Patterns of Market Segmentation, Segmenting consumer and Business Marketing, Market Targeting.
7	<b><u>Positioning and Differentiating the Market Offering Through the Product Life Cycle</u></b> Developing and Communicating a Positioning Strategy, Adding Further Differentiation, Differentiation Tools, Product Life-Cycle Marketing Strategies.
8	<b><u>Developing New Market Offerings</u></b> 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	<b><u>Setting the Product and Branding Strategy</u></b> The Product and the Product Mix, Product-Line Decision, Brand Decisions, Packaging and Labeling.
10	<b><u>Developing Price Strategies and Program</u></b> Setting the price, Adapting the Price, Initiating and Responding to Price Changes.
11	<b><u>Designing and Managing Value Networks and Marketing Channels</u></b> What is Value Network and Marketing-Channel System, Channel Design Decision, Channel-Management Decisions, Channel Dynamics.
12	<b><u>Advertising, Sales promotion and Public Relations</u></b> Setting Advertising objectives, setting advertising budget, developing advertising strategy, evaluation advertising, others advertising considerations.
13	<b><u>Sales Promotions</u></b> Rapid Growth of sales promotion, sales promotion objectives, major sales promotion tools, developing the sales promotion program, public relations.
14	<b><u>Personal Selling and Direct Marketing</u></b> 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	<b><u>Brand and Brand Management</u></b> What is Brand? Can Anything be Branded? Branding Challenges & Opportunities, Brand Equity Concept, Strategic Brand Management Process.
2	<b><u>Customer-Based Brand Equity</u></b> Brand knowledge, Sources of Brand Equity, Strong Brand, Brand Building Implications.
3	<b><u>Brand Positioning and Values</u></b> Identifying & Establishing Brand Positioning, Positioning Guidelines, Defining and Establishing Brand Values.
4	<b><u>Choosing Brand Elements to Build Brand Equity</u></b> Criteria for Choosing Brand Elements, Options & Tactics for Brand Elements.
5	<b><u>Designing Marketing Programs to Build Brand Equity</u></b> New Perspectives on Marketing, Product Strategy, Pricing Strategy, Channel Strategy.
6	<b><u>Integrating Marketing Communications to Build Brand Equity</u></b> Information Processing Model of Communications, Overview of Marketing Communication Options, Developing Integrated Marketing Communication Programs.
7	<b><u>Leveraging Secondary Brand Knowledge to Build Brand Equity</u></b> Conceptualizing the Leveraging Process, Company, Co-Branding, Licensing & Celebrity Endorsement.
8	<b><u>Developing a Brand Equity Measurement and Management System</u></b> The Brand Value Chain, Establishing a Brand Equity Management System.
9	<b><u>Measuring Sources of Brand Equity; Capturing Customer Mindset</u></b> Qualitative Research Techniques, Quantitative Research Techniques.
10	<b><u>Designing and Implementing Branding Strategies</u></b> 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

<b>Chapter</b>	<b>Topic</b>
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 <ul style="list-style-type: none"><li>• The scope and challenges of international marketing</li><li>• The dynamic environment of international trade</li></ul>
2	The Cultural Environment of Global Markets <ul style="list-style-type: none"><li>• Cultural dynamics in assessing global markets</li><li>• Business customers in global markets</li><li>• The political environment: A critical concern</li><li>• The international legal environment playing by the rules.</li></ul>
3	1. Assessing Global Marketing Opportunities <ul style="list-style-type: none"><li>• Developing global vision through marketing research</li></ul>
4	2. Developing Global Marketing Strategies <ul style="list-style-type: none"><li>• Global Marketing Management Planning and Organization</li><li>• Product and services to consumers</li><li>• International Marketing Channels</li><li>• Integrated Marketing Communications and international advertising</li><li>• Pricing for international markets.</li></ul>
5	Case Study

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## POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT

**Subject: e-Marketing**

Full Marks: 100

<b>Chapter</b>	<b>Topic</b>
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

<b>Subject</b>	<b>Approved Marks</b>	<b>Remarks</b>
<b>Term Paper</b>	<b>75</b>	
<b>Syndicate Presentation</b>	<b>25</b>	
<b>Viva-Voce</b>	<b>100</b>	