



AFGHANISTAN INSTITUTE OF BANKING AND FINANCE
CENTRE FOR EXCELLENCE

Professional Certifications

Certified Marketing & Communication Specialist
(CMCS)



AIBF IS PROUD TO OFFER HIGHLY STRUCTURED AND INNOVATIVELY DESIGNED 3- MONTH CERTIFICATION WHICH WILL BE STARTED ON OCTOBER 8 , 2017 FROM 4:30PM TO 6:00PM 2 DAYS IN WEEK (SUNDAY, AND THURSDAY) WHICH IS SPECIALLY DESIGNED FOR THE OFFICIALS OF FINANCIAL SECTOR, GOVERNMENT INSTITUTIONS, AND PUBLIC/STUDENTS.



OFFICE OF ADMISSIONS

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A CLOSER LOOK

Marketing objectives set out what a business wants to achieve from its marketing activities. They need to be consistent with overall aims and objectives of the business. They also provide an important focus for the marketing team.

Marketing objectives are essential for any organization that wants to raise awareness about itself, its products, or its services. Great marketing objectives should help build organizational awareness and grow customer loyalty.

In addition, this program explains how to align, manage and implement marketing communications in a structured way, so that the tools and messages are planned, co-ordinated and directed to achieve clearly defined objectives.



THE AIBF

The Afghanistan Institute of Banking and Finance (AIBF) was formally established in November, 2010. The Institute is owned by Da Afghanistan Bank (DAB), the Afghanistan Banks Association (ABA) and the Microfinance Investment Support Facility for Afghanistan (MISFA). Under AIBF's charter, it is dedicated to strengthening the financial sector in Afghanistan and establishing a Centre for excellence for banking and finance.

TRAINING OUTLINE

- Brief Overview of Marketing
- Types of Market
- Marketing Communication
- Channels of communication
- Core marketing concepts
- 4Ps of Marketing
- Elements of a Marketing Plan
- Market segmentation
- How to do better competition in the market
- Difference between marketing and Selling
- Advertising
- Developing marketing strategies
- Pricing Decisions & strategies
- Strategic plans
- Customer value and customer satisfaction
- How marketing serves customers
- Who is customer?
- Factors influencing customer
- How to take care of customer
- Customer service management
- Customer retention
- Buyer decision making process
- Public relations
- Effective business communication
- The Seven C's of effective communication
- Business communication and the global context
- Business communication and ethical context
- Business communication and the technology context
- The process of preparing of effective business message
- Starting and closing of communication
- Conflict management
- Negotiation skills
- Report writing
- Proposal writing
- Memo and letter writing
- Professional email writing
- The appearance and design of business message
- Good news and neutral messages
- Bad news messages
- Effective presentation skill

TARGET AUDIENCE

- ✓ **Marketing Managers**
- ✓ **Marketing Officers**
- ✓ **Branch Managers**
- ✓ **CSOs**
- ✓ **CSRs**
- ✓ **Frontline Executives**

TRAINER PROFILE

Mr. Sayed Mujeeb Hashimi

Has a professional teaching background in Marketing and Management for over 6 years. He has got Bachelor from Preston University, and pursuing MBA with BACHA KHAN University Pakistan. Furthermore, he is working with Ministry of Commerce and Industries from 2010 till date as Head of Trade Policy and Analyst, he is servicing as a Lecturer at KARWAN University, Afghan University, Bakhtar University and taught at Maryam University, and he has 6-years teaching experience. Moreover, he has full knowledge of Marketing, Advertising and Promotion, Marketing Communication, Management, and Strategic Management. In addition, he has attended several workshops in China, India, USA, Bhutan and Thailand, Austria, Turkey, and Kyrgyzstan.

Duration: Two Months
Starting Date: 8th October 2017
FEE: 15, 000/- AFN