

# Executive Learning Program

## Marketing Islamic Financial Products



**Date:**  
3<sup>rd</sup> October, 2018

**Venue:**  
IBA City Campus

**Timing:**  
9:00 am - 5:00 pm

# Marketing Islamic Financial Products

## COURSE DESCRIPTION

IBA Centre for Excellence in Islamic Finance (IBA-CEIF) is offering a unique intermediate level one-day course on the art of Marketing Islamic Financial Products. The course is designed to provide the participants with a comprehensive understanding of the market for Islamic Financial products. The course operationalizes several marketing concepts such as segmentation, targeting and positioning, and demonstrates the role of branding in the context of Islamic Financial services. The trainer will enrich the classroom discussions with universal practices and cases enabling the participants to gain insight into the mind of the consumer to gain a competitive edge.

## LEARNING OUTCOMES

- Understand the nature and market for Islamic Financial Products
- Develop a fundamental understanding of the differences in marketing and selling Islamic Financial Products
- Learn the common mistakes in communication strategies
- Dwell upon the most common conflicts facing Islamic Marketers
- Understand the Muslim consumer behavior and psyche - a primer
- Learn the Islamic financial service marketing concept - The marketing mix of Islamic financial services
- Develop a marketing plan based on the discussions in the course

## WHO SHOULD ATTEND

Head of Marketing of  
Islamic Financial Institutions

Head of Sales of IFIs

Managers at Advertising  
Agency

Heads of Product  
Development in IFIs

Consultants

Academics

## ABOUT THE TRAINER



### Dr Ziyaad Mahomed

Assistant Professor Dr Ziyaad Mahomed is a faculty member at INCEIF. He is the Chairman of the Shariah Board of HSBC Amanah Malaysia and serves on a number of Shariah boards internationally. He is a registered Shariah Advisor at the Maldives Monetary Authority and Bank Negara Malaysia.

A multi-award-winning Scholar with almost 20 years of global experience as an Executive, Consultant and Islamic Scholar, Dr Ziyaad has experience in almost all sectors of Islamic finance including sukuk, regulatory frameworks, takaful modelling, private equity fund structuring and risk management. Dr Ziyaad has consulted/trained more than 7,000 Finance Professionals and Islamic Scholars in most disciplines within the Islamic Finance sector in Africa, Europe and the Middle East. He is a recipient of Lifetime achievement award for his 20 years of contribution to the development in the field in Africa.

## BOOKING DETAILS

**PKR 30,000/-**

per participant

## Marketing Islamic Financial Products

3<sup>rd</sup> October, 2018

### REGISTRATION FORM

Name of organization

Booking Details

#### Participants Details

Name:	Designation:	Email:	Cell Phone:
CNIC:			
Name:	Designation:	Email:	Cell Phone:
CNIC:			
Name:	Designation:	Email:	Cell Phone:
CNIC:			

Amount:

Payment method :

**Payable to IBA (Karachi) CEIF**

Cheque

Pay Order

Online Payment

Please send your payment to:

Program Manager

**IBA Centre for Excellence in Islamic Finance**

6th Floor, Aman Tower, IBA City Campus,  
Plot # 68 & 88, Garden/ Kiyani Shaheed Road,  
Karachi

**Online Payment Details:**

Account Title IBA Karachi (CEIF)  
Bank Name Meezan Bank Limited, Jubilee Market Branch  
IBAN# PK 85 MEZN 00 9911 0101746008

**Course Fee:** Rs. 30,000/-

**Registration Deadline:**

1<sup>st</sup> October, 2018

### SEND US REGISTRATION

By Email: [CEIF@iba.edu.pk](mailto:CEIF@iba.edu.pk)

Or Book online at <http://ceif.iba.edu.pk/>

For further Details : (021) 38104701 Ext: 1851, 1853

### BOOKING TERMS & CONDITIONS

All the payments are to be received before the start of the course date.

- IBA CEIF shall receive full course fee.
- If the mentioned participants cannot attend the course, replacement participants are welcome.
- To cancel the registration, request should be sent through email at least 5 days before the course start date to be eligible for a refund.
- Participants who do not show up for the course are liable to pay full course fee & no refund will be given.
- If a course is postponed for whatever reason, the registered participant will automatically be registered for new date of the course. (Participants will be informed)