



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Centre for Excellence in Islamic Finance
Institute of Business Administration

Executive Learning Program

Marketing : The Islamic Perspective



August 15th – 16th, 2016

Venue: IBA City Campus

Timing: 9 am - 5:00 pm

Marketing : The Islamic Perspective

COURSE DESCRIPTION

IBA Centre for Excellence in Islamic Finance and the International Council of Islamic Finance Educators are pleased to offer a two-day course on understanding the Islamic Perspective on Marketing principles and practices. Islamic Banking must adhere to the Islamic marketing point of view which varies from the Conventional in not only principle but practices as well. The course provides the participant with the skillset to discern between Conventional and Islamic Marketing practices, understand consumer behavior and the need for Islamic marketing to achieve the peak performance in meeting their customers' demands. The course content will be delivered through short lectures, case discussion, group presentations and role play. The training is workplace focused, with practical sessions to maximize the participants' talents, and provides the skill in explaining and conducting effective Islamic marketing.

LEARNING OUTCOMES

- Understand the characteristics of Islamic Marketing philosophy and values
- Explain the different between Conventional and Islamic Marketing practices
- Discuss the customer behavior and demanding needs for Shariah compliance
- Participate in case discussion on best practices of Islamic Marketing organization
- Conduct and design Islamic marketing plans for participant's respective organization

COURSE CONTENT

- The rise of Islamic Marketing: A new Branding Frontier
- Re-calibrating the Marketing Mix and customer behavior
- The Anatomy between convention and Islamic Marketing
- Designing action plan and bringing Islamic marketing to Life.
- The Next Phase of Islamic Marketing to meet the needs of customers

WHO SHOULD ATTEND:

Islamic Banking
Professionals

Marketing Managers

Operations Directors

Conventional Bankers

Capital Market
Professionals

Entrepreneurs

Academicians and
Educators

Marketing, Finance and
Management
Graduates

Professional Trainers

BOOKING DETAILS

PKR 25,000/-

per participant



TRAINER PROFILE

Prof. Dr. Khaliq Ahmad

Dean, IIUM Institute of Islamic Banking and Finance
President, International Council of Islamic Finance Educators

Prof Dr. Khaliq Ahmad is the Founding President of International Council of Islamic Finance Educators (ICIFE) and concurrently served as Dean of Institute of Islamic Banking and Finance at International Islamic University Malaysia in Kuala Lumpur. In recognition of his expertise, Ministry of Higher Education Malaysia endorsed him as the Doyen or Chairman for the Council of Islamic Finance Deans. He has an excellence blend of Islamic Marketing knowledge as a scholar with 25 years of academic experience and 5 years of industry/corporate experience working in the private sector.

Over the years, he has written 12 books, presented 30 papers in national and international conferences and pioneered the development of more than 30 articles and case studies related to Islamic management topics. Prof Khaliq was conferred the Emeritus Fellow of Malaysian Institute of Management (MIM) after successfully serving in the General Council for several years. Presently, he is the Editor-in-chief of the prestigious Malaysian Management Review. He was Hon. Secretary of the Chartered Institute of Marketing Malaysia (CIMM) for 5 years and then elected as its Vice Chairman respectively.

Prof Khaliq is an alumnus of Aligarh Muslim University, India graduated with B. Comm. (Hons) in 1980 and M. Comm in 1982; obtained M. Phil in Marketing Management in 1985 and a PhD in 1985. Just recently, Human Resource Development Fund awarded him with the Certification in Training.

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REGISTRATION FORM

Name of organization

Booking Details

Participants Details

Name:

Designation:

Email:

Cell Phone:

Name:

Designation:

Email:

Cell Phone:

Name:

Designation:

Email:

Cell Phone:

Amount:

Payment method :

Payable to IBA (Karachi) CEIF

Cheque

Pay Order

Demand Draft

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

PKR 25,000/- per participant

(*Avail group discount of 10% for registration of 3 participants)

SEND US REGISTRATION

By Email: 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 does 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)