MARKETING FOR BEGINNERS

Instructor Profile
nagrawalla@bankalhabib.com

Bank AL Habib May 2013 - Present

General Manager - Retail May 2013 - Present

- Heading a team managing Liabilities, Home Remittances, Consumer Assets & Leasing, Alternate Delivery Channels, Corporate Communications, Network Services and Marketing staff.
- Managing business drivers pertaining to deposits in excess of Rs. 365 bln, assets worth Rs. 4 bln and fee income worth Rs. 2.0 bln
- Pricing initiatives, including management of the bank’s schedule of charges
- Core member of IT Steering Committee including task of launching of Core Banking Application
- New product development and network planning, including Annual Branch Expansion Plans, Micro-branches and branchless banking

Institute of Business Administration October 1996 - Present

Adjunct Faculty (Regularly teaching evening regular MBA students every semester since 1996 and EMBA students since its inception in 2009)

- Marketing Management - Principles of Marketing
- Methods in Business Research - Industrial Marketing

United Bank Limited, Karachi, Pakistan July 2001 – May 2013

Group Head Marketing & Product Management (with additional charge of heading 1200+ branches for one year in 2008) September 2007 – May 2013

Executive Vice President / Business Head – Commercial Bank July 2003 – September 2007

Divisional Head Marketing & Corporate Communications July 2001 - June 2003


Marketing Manager April 2001 – June 2001

Manager Loyalty / Special Projects, Indonesia July 2000 - April 2001

Loyalty Manager & Marketing Manager December 1996 - July 2000

*Product & Sales Manager, Philips Audio*                             September 1995 – December 1996

*Deputy Product Manager,*                                           March 1992 - September, 1994

Lever Brothers Pakistan Limited                                    January 1991 - March 1992

*Assistant Manager, Management Accounts, Foods Division*

**EDUCATION**

- MSc. in Marketing, UMIST, Manchester – Top Student Award (1995).

**Course Description:**
The purpose of this course is to introduce simple marketing concepts to the students in theory and practice. It will make them understand core concepts of marketing and allow them to relate to simple concepts of business management. Upon completion, students should be able to understand the role of the marketing function and its role in any organization.

**Learning Outcomes:**
a. Knowledge and understanding
   i. Development of core understanding
   ii. Application to real life situations
   iii. Review of fundamental concepts

b. Intellectual skills
   i. Encourage decision making
   ii. Inculcating habits of perusing global/local related reading material

c. Professional and practical skills
   i. Application of theoretical knowledge
   ii. Confidence / Conviction / Persuasive Skills
   iii. Best Practices from world’s best known marketing companies

d. General and transferable skills
   i. Courtesy
ii. Ethics
iii. Discipline

Teaching Methodology:

a. Case Studies
b. Classroom Discussion
c. Quizzes
d. Book Review
e. Ad Campaign Review

Course Duration:
12 sessions of three hours each (twice a week)