

PROGRAMME

April 22nd, 2018 (Sunday)

Registration Fees

Rs. 1000/-

Event

Time (Hrs)

1100 (AM)

–

0500(PM)

Recitation from Holy Quran

1100 – 1105

Opening Remarks

1105 – 1110

Seminar Outline

What is Marketing

1110 –

The Foundation Of Marketing

0100

Environmental Forces and Marketing Ethics

Strategic Marketing Planning and Forecasting

The Consumer Market

Marketing Research and Analysis

LUNCH and Namaz Break

0100-0130

Segmentation & Positioning; The Role of Marketing Mix

Overview of Product Development

Product Concepts

Product Management

Effective Marketing Plan

Use of Market Research For Marketing Strategy Decisions

How To Sell a Product: 5 Ways To Sell Itself

Conceptual Design, Prototyping And Testing

Quick tips to sell online

Patents, trade Marks, Copyrights

Patent Process

Award of Certificates

0430



Usman Institute of Technology

Continuing Professional Development
Short Course on

PROJECT COMMERCIALIZATION (From Project to Product)

(1 CPD Credit Point)

On

April 22nd, 2018

At

**Usman Institute of
Technology (UIT),**

Resource Person

Engr. Shahzad Nasim

Assistant Professor & HOD
Department of Technology
DIHE



Purpose and Objectives

From the day of graduation till you get 1st job you will be judged upon mainly 3 parameters; Internships that you have done; Final year project & CGPA. The engineering graduates have a 4 year curriculum pattern and by the end of final year they make their projects to complete their graduation. . If you want to be an engineer, this is your chance to start your transition into your industry. Leaving aside the grades, this is our best chance to put the maximum effort before getting that degree certificate in fact a chance to prove that you can think big. And even there are many people, for whom, the life has changed because of their under graduation project. Who knows, project can even buy you a job in a top firm or you may turn the next budding entrepreneur. So, a project (which means something that works and not just stays as an idea) is vital in anyone's career, when it's truly a brilliant business or social idea. But The Idea Has to be Commercialize or It must have the capacity to market. Marketing is an important effort in gaining prospect attention, building product or service demand and winning customers. Your marketing effort is the sum total of the sales, pricing, promotional and advertising efforts implemented to promote the flow of goods or services from your business to the consumer. All businesses rely on customers to keep them afloat; with no customers there is really not much reason to be in business. Attracting customers will be one of the biggest challenges that you will face as a business which is why you need to have an effective marketing plan. This is something that a lot of companies really underestimate the importance of. The reason that marketing is so important to businesses is that it is how you get customers. Clearly nobody is going to walk into your office and ask for whatever it is that you are selling unless they know that you are there and what you are selling. The way that you make sure that they do know is through marketing. All companies understand the need for marketing but most really don't understand what it is. Marketing is not the same as advertising or sales, it is much more involved than that. Largely marketing is about generating leads that can then be turned into sales.

Developing and implementing an effective marketing plan is a key element in operating your business successfully. As a business owner or a marketer, you must understand the environment in which you are selling your services, the needs and wants of your target market, the most effective ways of delivering your message, and the strategy and tactics of attracting potential customers and converting them to customers. Critical to achieving your business goals is building a strong and individual brand identity. This intensive course is for people who need to learn marketing, marketing a manufacturing or service product. It will be of particular benefit to Engineers and Engineering Students.

Special Features

- ❖ A certificate will be awarded to the participants.
- ❖ As per the implemented Continuing Professional Development System by PEC, 1 Credit Points will be awarded to the Registered/Professional Engineers, who have attended the workshop and earned the certificate.

Venue of the Course:

Usman Institute of Technology (UIT), ST-13, Block 7, Gulshan-e-Iqbal, Abul Hasan Ispahani Road, Opposite Safari Park.

Who can attend?

- ✓ All Engineers registered with PEC.
(Non-Engineers may also apply)
- ✓ Academicians from Higher Education Institutes.

What is the fee?

Registration Fee is Rs. 1000/- (For Engineers and Professionals) and Rs. 500/- (For Engineering Students), (includes certificate and lunch)

Requirements to attend the Course:

- ❖ Please provide the filled registration form uploaded on the UIT website (<http://www.uit.edu/cpd.aspx>).
 - Name, Qualification, Organization
 - PEC Registration No.
 - Contact Number (cell, phone, e-mail)
 - Address (department, business, etc.)
 - **Registration Fee:** In form of Cash at UIT campus finance department

For Further Information, contact;

Engr. M. Asad Hussain (03333251344)
Muhammad Imran (03332409666).

Instructor's Profile:

Engr. Shahzad Nasim is one of the few Professionals having multidimensional qualifications & experiences. He has done M.E (Electronics) from N.E.D University of Engineering & Technology. He has also done M.B.A (Marketing & Finance) & MS (Marketing). Currently he is pursuing his PhD. Engr. Shahzad Nasim has been serving as a permanent and visiting faculty member at various institutes and universities of Pakistan since Ten years. He is also working as an external examiner of different Institutes & Universities. He has conducted various workshops & Seminars relating to many issues of professional world. His more than thirty research papers have been published in international publications. Currently he is working as an Assistant Professor & HOD in Department of Technology at DIHE. He is also co-founder of The Graduate's Inn (TGI) one of the largest Aptitude Test Preparation centre of the city.