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Seminar on relationship marketing at BRACU

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In order to give business students a sense of useful marketing strategies, BRAC University Marketing Association (BUMA) organised a seminar titled “Practical Marketing Session on Relationship Marketing”.

Marketing experts discussed several strategies at the seminar, like how to gain trust of new customers as well as keep that of the old ones, studying the customers, knowing exactly who they are and what they expect etc—things that are crucial for success in any business.

Professor Mamun Rashid, Director of BRAC Business School, chaired the session while the keynote speakers were Dr. Tarique Aziz, visiting faculty, EMBA, BRAC University and Rubaba Dowla Matin, Chief Service Officer of Airtel Bangladesh.

Dr. Tarique Aziz gave a talk on the origin and applications of relationship marketing. He explained the Christian Grönroos’ theory, a famous model of relation marketing.

Rubaba Dowla Matin, a noted marketing strategist having worked with several top-notch communications companies of the country, shared a few practical applications of relationship marketing that she used during her stint as head of marketing in the Grameen Phone.

She also briefed how the telecom companies divide the customers on the basis of usage of their services and several other aspects ‘to ensure proper satisfaction of every user no matter who he or she is.’