



Linking Young Minds Together

**Volume 6 | Issue 31 | August 05, 2012 |**

News Snap

## BRAC University Marketing Association arranges seminar on Relationship Marketing



Courtesy: BUMA

BRAC University Marketing Association (BUMA), the newest member in the BRAC University family hosted their first seminar, titled “Practical Marketing Session on Relationship Marketing” on July 29, 2012. It focused on the marketing strategy that advocates knowing your customers who they are and how they act in different channels at different points in time and using this knowledge to make marketing, sales or customer support decisions. The session was chaired by Professor Mamun Rashid, Director of BRAC Business School and the keynote speakers were Dr Tareque Aziz, visiting faculty EMBA, BRAC University and Rubaba Dowla Matin, Chief Service Officer of Airtel Bangladesh.

Dr Tareque Aziz gave the students a basic idea on what Relationship Marketing is, how it came to be and what its importance is in modern day marketing. He explained Christian Grönroos' model on Relationship Marketing, who is considered to be a legend in this particular field.

Asif Iqbal, Executive Director Marketing at Meghna Group of Industries, also gave an excellent speech on Relationship Marketing and shared some of his experiences.

After the speakers finished their lectures the floor was open to the audience for question and answer session. Students asked the speakers different questions and clarified what they learnt from the session.

Considering this was BUMA's first event, it went exceptionally well. The auditorium of BRAC University, where the seminar was held, was fully packed with more than 110 enthusiastic students. Such response from the students was truly appreciated by the executive body of BUMA. Finally, it was the hard work and combined effort of all the volunteers that made the event a huge success.

---