

Communication & Marketing Skill

for Marketers of Islamic Banking Products

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Objectives

- To acquire knowledge on good communication and marketing skills especially for marketers from Shariah perspective
- To improve understanding from the use of proper e-mail communication, report writing & presentation skills
- To evaluate the key effective marketing paraphernalia that is Shari'ah-compliant including advertising, promotion CSR events etc.
- To understand the implication and relative importance of Shari'ah-compliant in marketing financial products & services
- To apply useful tips in both communication and marketing skills in enhancing performance & confidence level.

Learning Outcomes

Participants will be able to:

- Instill importance of communication to enhance competency in every day dealing with superiors, subordinates, customers in both official & casual environments.
- Apply useful tips in presentation skills, report writing and email etiquette from Shari'ah perspective.
- Understand the principles of marketing focusing on banking, insurance, wealth products and other financial service.
- Explore the key criteria of effective marketing in line with Shari'ah-compliant way.
- Enhance self-confident in dealing with Shari'ah-issues in marketing, advertising, promotion, etiquette, events, sponsorship & CSR initiatives.

Introduction

A good communication and marketing skills reflect an individual's personality and reputation.

Despite leveraging on existing conventional concepts in the communication and marketing activities, marketing Shari'ah-compliant Islamic banking & finance products require a unique knowledge and understanding of the Shari'ah constraints embedded in the products feature, activities, advertising, promotions, CSR activities etc.

By adhering to the basic Shari'ah principles, participants would be able to communicate confidently and market the Islamic Banking & Finance products more effectively and eventually enhance one's reputation and portray good image for the organization.

Target Audience

This course is targeted to:

- Shari'ah Department Officer/Manager
- Product Development Department Officer/Manager
- Learning and Training Department Officer/Manager
- Shari'ah Advisory Committee and Researchers
- Islamic Finance Market Player
- Marketing Officer/Department



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Course Programme

- 8.30 am Registration
- 9.00 am **SESSION I**
- ✦ **Principles of Communication & E-mail Etiquette**
 - o Types of Business Communication and the principle of 4 C's of Written Communication
 - o Barriers in Communication & Non-Verbal Signals
 - o Key E-mail Etiquette and Common mistakes
 - o Communication channels in Shari'ah Governance Framework
- 10.15 am Refreshment and Coffee Break
- 10.45 am **SESSION II**
- ✦ **Presentation Skills & Report Writing**
 - o Basic steps of presentation skills
 - o Keys to effective report writings to Shari'ah Committee / BOD
 - o Effective Presentation of Islamic Banking Concepts to customers
 - o Reporting Structure of Shari'ah Non-Compliant Events
- 12.30 pm Lunch and Zuhr Prayer
- 2.00 pm **SESSION III**
- ✦ **Marketing – Fundamental Marketing vs. Shari'ah Marketing**
 - o Overview on Marketing principles
 - o *Maqasid Shari'ah* or Upholding the Shariah Objective in Marketing
 - o Shari'ah etiquette in Marketing Practices
 - o Common Shari'ah Non-Compliance Events in marketing
 - o Simulation, Case Study & Role-play
- 3.30 pm **SESSION IV**
- ✦ **Shari'ah-compliant Marketing & Promotional Activities**
 - o Shari'ah-compliant end-to-end from products, process & people
 - o Shari'ah Rules in Marketing collaterals & promotional materials
 - o Code of conducts in Shariah perspective on marketers, events, advertisement, claims on expenses etc.
- 5.00 pm Refreshment / End of Session

REGISTRATION FORM

Name

Designation

Tel. No.

Email

H/P. No.

APPROVING OFFICER

Name

Designation

Tel. No.

Organisation

Address

Email

Regular : RM 1200.00 per person
Group/Early Bird : RM 1200.00 per person

(A Group consists of more than 3 persons from the same organisation.
 Early Bird - by 17 February 2017)

Book your seat now!
Special gift for early bird/group registration



Note:

A receipt will be issued upon full payment.
 Registration fees must be paid before the commencement the event.

All cheques are made payable to:
 ISRA Consultancy Sdn. Bhd.
 Bank: CIMB Islamic Bank
 Account No.: 86-0048555-4
 Branch: Section 14, Petaling Jaya, Selangor
 Swift Code: CTBBMYKL

Cheque No. / Bank: /

Bank-In

Cash (RM):

*No refund will be issued for cancellations. If you are unable to attend, you may nominate a substitute participant without additional cost. If there is no replacement available, you will be refunded after the deduction of actual cost.