

Marketing Strategies of Planning and Project Management Related Training Courses: A Study of NAPD

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Abstract:

The study was conducted to identify the effective marketing strategies for the training programs of NAPD. NAPD is one of the pioneers in the arena of training in the country. For that reason marketing strategies of NAPD is of crucial importance. The aim of the study is to assess the existing marketing strategies for the selected training courses of NAPD and determining the effective strategies for the same. The participants, nominating authorities and potential trainees were the respondents of the study. The study found that participants prefer electronic mail for training communication. NAPD can explore linking with reputed university master's degree program for starting master degree course which will improve exposure of NAPD. The findings of the study revealed that there is a correlation with the newspaper advertisement and number of participants. The present data exposes that NAPD's newspaper advertisement cost decreased as well as number of participants decreased. This study recommended for the post of a public relation officer at NAPD.

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