APPLICATION PROCESS

We encourage you to apply early because class size is limited and enrollment is on a first-come-first-served basis. To apply to the program, participants are required to submit an online application form which is available at our website:

https://redc.lums.edu.pk/program-calendar

If you require any assistance while applying online, please contact us by:

Tel: +92-42-35608333-4, 35608243 & 35608119
Fax: +92-42-35722691
Email: rec@lums.edu.pk
Mail: Marketing Manager
Rausing Executive Development Centre
Lahore University of Management Sciences
Opposite Sector “U”, DHA
Lahore – 54792

PAYMENT

After screening, an acceptance letter along with an invoice will be sent to the participant/sponsoring authority. Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the program payment reaches the program office BEPDE before the start of the program. Seat in the program may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker’s draft payable to:
Lahore University of Management Sciences
Please send the cheque to:
Marketing Manager
Rausing Executive Development Centre
Lahore University of Management Sciences
Opposite Sector “U”, DHA, Lahore - 54792
Tel: +92-42-35608243 & 92-42-35608119

Personal cheques will not be entertained.

* LUMS is allowed to render services without tax deduction under clause (a) & (b) of sub-section (1) of Section 153 of the Income Tax Ordinance, 2001. Therefore, on presentation of a valid tax exemption certificate by LUMS, no tax shall be deducted.

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Email: rec@lums.edu.pk

@LUMSredc /redc.execed /lumsredc
This 3-day hands-on program provides tactical/tool-based grounding to help program participants convert strategic social media plans into execution. This program familiarizes the participants with the latest tools and techniques in the world of social media marketing and brand-in-hand mobile digital marketing.

The introduction to the tools will range from planning and development aides, engagement and efficiency trackers as well as formal and informal viral content generation engines.

PROGRAM COVERAGE
Following areas will be covered during this highly interactive course;
- Social media and mobile digital marketing trends and tactics
- Customer conversion techniques
- Social media metrics
- Cross linking of platforms
- Organic & paid content tactics
- Interpreting social media results

PROGRAM FEE
PKR 85,000
RESIDENTIAL FEE
PKR 36,000

BENEFITS
At the end of the program participants will:
- Develop a working knowledge of the latest social media tools at hand
- Undertake case based application of the tools learned, with rich tactical discussion on the innovative applicability of these tools
- Understand how to interpret the results of social media campaigns
- Learn about the mobile brand as it stands today (Brand-in-Hand)
- Understand the tactical use of Augmented Virtual Reality for marketing purposes
- Understand the full breadth of tools and techniques available for directly reaching and tracking customers on social media

SPECIAL FEATURES
- This is a companion program to the ‘Marketing in Digital Age’ program. While the Marketing in Digital Age program provides strategic frameworks, predictive application and planning of social media and digital marketing; the Marketing Innovations program empowers participants to convert the strategic social media plans into actionable operational tactics through the use of cutting edge tools and techniques.
- Case based exercises simulating decision making of both global, and current Pakistani digital brands will allow for a showcase of the process of converting strategic plans into tactical operations through the application of the learnt tools.

WHO SHOULD ATTEND
The program is designed for entrepreneurs, brand managers and managers of B2C products and services.

PROGRAM DIRECTOR
ZAIN-UL-ABDIN KHAWAJA
Assistant Professor, Marketing and Communication
PhD, Media & Communication Technology
Florida State University

Research Interests:
Social Media Marketing; Modern Communication Technologies in Marketing; Visual Cognition in Digital Advertising; Strategic Media Management; Health Marketing

PROGRAM FACULTY
FAREENA SULTAN
Professor of Marketing
PhD, Marketing
Columbia University

Research Interests:
Digital Marketing and Marketing Innovations; Global Mobile Marketing; Digital Marketing; Social Media: New Technologies; Big Data and Marketing Analytics