



**BUILDING IMPACTFUL BRANDS -  
IDEAS FOR ACTION**

September 26 - 29, 2017

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## BUILDING IMPACTFUL BRANDS - IDEAS FOR ACTION

Brands remain valuable assets of a firm as leading brands across the world are evaluated in billions of dollars. In trend with developed economies, emerging market brands like Tata, Reliance, Airtel, China Mobile, Huawei, Lenovo among others, have crossed the billion dollar mark.

Using iconic examples of popular global brands, "**Building Impactful Brands**" focuses on issues that can help managers increase the equity of their brands. This intensive 4-day program aims to prepare participants to be able to identify opportunities for sustainable growth so that, over time, local brands are also serious contenders for ten figure evaluations.

### LEARNING OBJECTIVES

Frameworks related to major operational and strategic branding issues will be discussed and out-of-box ideas will be debated. Specifically, debates will focus on issues such as:

- How to select an advertising campaign for a brand?
- Which media vehicles suit a brand's message?
- How to name a brand extension?
- Is fighter brand a solution to cheaper brands in the market?
- Can we develop social meanings around our brand?
- What about brand fans & communities? How to handle and leverage them?

### WHO SHOULD ATTEND

The program is designed for middle management executives who look after branding, communication and/or marketing functions of an organization.

Program Date:	September 26 - 29, 2017
Program Fee:	PKR 100,000
Residential Fee:	PKR 45,000
Venue:	LUMS, Lahore

### PROGRAM BENEFITS

At the end of the program you will

- Develop a clearer understanding of brand-advertising-media linkage
- Better understand the role of brand/line extensions for sustainable growth
- Appreciate the value of cultural branding
- Learn about brand community dynamics

*"The program was fabulously designed. A wonderful exposure to how and what branding is. The program itself is a branded description of branding."*

Ch. Noman Aslam  
US Apparel & Textiles

*"Insightful, engaging, interactive and truly IMPACTFUL."*

Madiha Nayyar  
SC Johnson Pakistan

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## ***PROGRAM DIRECTOR***

### ***ADNAN ZAHID***

Assistant Professor, Marketing

PhD, CASS Business School, City University

MSc, Management Research Methods, Oxford University

#### ***Research Interests:***

Brand Management; Status Consumption; Acculturation; Gender;

Religion and Consumer Culture; Leadership

## ***PROGRAM FACULTY***

### ***EHSAN-UL-HAQUE***

Professor, Marketing

PhD, University of Texas at Arlington

MBA, University of Pennsylvania

#### ***Research Interests:***

Advertising & Promotion Management; Consumer Behaviour;

Marketing Research

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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to their suitability for the program. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/program-calendar>

*\*Seat in the program will be reserved on a first-come, first-serve basis.*

### PROGRAM FEE

The fee includes tuition cost, reading material, tea and lunch served during the program. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the program. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the program and check out the morning after the program ends. You are, however, requested to inform us of the time of your arrival and departure.

### ACCOMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. *Please note we do not provide accommodation for drivers accompanying participants.*

### PAYMENT

Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the program. Space 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: +92-42-35608119-8243

*\* LUMS is a non-profit organization under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

### DISCOUNT POLICY

If more than two executives from the same organization participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the program fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the program. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a program, please notify in writing or on call at least 5 working days before the program. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrollment program within 3 years. Transfers should be notified at least 5 working days before the program. In case the participant or sponsoring organization fails to utilize the funds within 3 years, the deposited fee will be forfeited.

**Note:** *REDC may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.*

*In case of postponement, the fee may be transferred to the rescheduled offering of that program or any other program as an alternate to refund. The University reserves the right to make changes in its program policies and fees at any time.*