



LUMS

Rausing Executive
Development Centre



MARKETING INNOVATIONS

September 25 - 27, 2018

Suleman Dawood
School of Business

MARKETING INNOVATIONS

Social Media Marketing User Behavior Analysis, Analytical Tools & Multiscreen Digital Marketing Techniques

This 3-day hands-on program on **Marketing Innovations** provides both a strategic and tactical/tool-based grounding to help program participants convert strategic social media plans into execution. This program familiarizes the participants with the latest techniques in the world of social media marketing, multi-screen marketing, predictive user behavior, key value assessment and creation of influencers.

Additionally, 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.

BENEFITS

At the end of the program participants will;

- Develop a working knowledge of the latest social media marketing, monitoring, and evaluation techniques at hand
- Undertake case based application of the tactics learned, with rich strategic discussion on the innovative applicability of these techniques
- Understand how to interpret the results of social media campaigns
- Learn about the multi-screen brand as it stands today (Brand-in-Hand)
- Understand the tactical use of user engagement behavior for marketing purposes
- Understand influencer farming and customer acquisition
- Be able to create strategic brand information assets on social media

Program Date:	September 25 - 27, 2018
Program Fee:	PKR 90,000
Residential Fee:	PKR 36,000
Venue:	LUMS, Lahore

WHO SHOULD ATTEND

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

SPECIAL FEATURES

- The Marketing Innovations program empowers participants to convert the strategic social media plans into actionable operational tactics through the use of cutting edge techniques, predictive behavioral mapping, and strategic asset creation.
- 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.

COVERAGE

Following areas will be covered during this highly interactive course;

- Social media and multiscreen digital marketing trends and tactics
 - Customer conversion techniques
 - Social media metrics
 - Cross linking of platforms
 - Influencer value assessment
 - Influencer acquisition
 - Customer acquisition and the new customer value framework
 - Organic & paid content tactics
 - Interpreting social media results
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PROGRAM DIRECTOR

ZAIN-UL-ABDIN KHAWAJA

Assistant Professor, Digital Marketing, Integrated Marketing, and Sales
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

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-served 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.

ACCOMMODATION

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. However, the program fee can also be paid via bank transfer. 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.
