



LUMS

Rausing Executive  
Development Centre

# MARKETING STRATEGY

December 10 - 13, 2018

Suleman Dawood  
School of Business

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## MARKETING STRATEGY

Successful companies must employ innovative marketing strategies to remain ahead of the competition. Competitive campaigns can only be effective through active engagement of customers to a credible value proposition and a well-positioned product/service portfolio.

This 4-day experiential program provides the participants an opportunity to simulate real-time strategy formulation. Participants workout consumer profile, market positioning, resource planning, monitor and forecast demand patterns and respond to the competitive elements operating in the same market.

## PROGRAM BENEFITS

Based on a state-of-the-art marketing strategy simulation and augmented with cases and discussions, this program will provide managers hands-on experience of managing a portfolio of products in real-time.

During the program, the participants learn to;

- Identify the most attractive target segment and ascertain consumer demand patterns
- Develop a superior and differentiated customer value proposition
- Work-out and execute the core elements of a marketing strategy
- Monitor competitors' strengths and weaknesses to trade to one's advantage
- Anticipate and preempt/react to competition's moves to dominate the market
- Manage a portfolio of old and new products to ensure the steady and growing profit stream
- Strengthen their capacity as marketing strategist

|                  |                        |
|------------------|------------------------|
| Program Date:    | December 10 - 13, 2018 |
| Program Fee:     | PKR 120,000            |
| Residential Fee: | PKR 45,000             |
| Venue:           | LUMS, Lahore           |

## WHO SHOULD ATTEND

This program is aimed at General Managers, Marketing, Product and Brand Managers from consumer and industrial goods and service companies. Top managers from other functional areas will also benefit by understanding the key role of Marketing Strategy in company's profitability and survival.

*"It is an excellent program. LUMS has done a great job! Great learning experience. Such programs broaden the horizon"*

Aisha Fiyaz  
Wateen Telecom.

*"Overall, a great experience and will hopefully direct me in perusing a renewed marketing strategy and popularities for my company."*

Abdul Basif  
Shafisons Engineering (Pvt.) Ltd.

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## ***PROGRAM DIRECTOR***

### ***FARRAH ARIF***

Assistant Professor, Marketing  
PhD, University of Cambridge

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

Young People's Consumer Behavior; Brand Relationships and Social Agents; Antecedents and Consequences of Materialism; Transformative Consumer Research

## ***CO-PROGRAM DIRECTOR***

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

Professor, Marketing  
PhD, University of Texas at Arlington  
MBA, University of Pennsylvania

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

Advertising & Promotion Management; Consumer Behavior; 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-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.*

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