



MARKETING IN THE DIGITAL AGE

April 2 - 5, 2019

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The digital revolution has created tremendous challenges for businesses across the world. With the increase in velocity of communication, companies are now facing a new set of challenges, including faster consumer decision making cycles, rapid diffusion of product innovation and need for effective vigilance of consumers' opinion. The digital age demands a fresh approach towards all the core areas of marketing, such as digital-native consumers, segmentation, product development, promotion, pricing, going to the market and relationship building.

Marketing in the Digital Age (MDA) focuses on effectiveness of marketing in the context of today's evolving digital business environment. This program enhances participants' understanding of the current and potential impact of the digital revolution on one's industry. The participants will gain exposure to approaches and frameworks employed by successful players in the field and an enhanced ability to manage company's transition to the digital age.

BENEFITS

The program offers deeper understanding of digital perspective of traditional marketing concepts. In this program, you will;

- Understand opportunities and threats emanating from the digital age
- Review industry disruption due to digital trends and emerging business models
- Recognize digital and marketing tactics for product development (crowd sourcing etc.)
- Learn to devise new pricing and monetization strategies for evolving products
- Assess the value proposition of going to the market via digital, social and mobile channels
- Understand the mechanics of social media and viral marketing
- Learn to manage integrated digital platforms and channels

Program Date:	April 2 - 5, 2019
Program Fee:	PKR 100,000
Residential Fee:	PKR 45,000
Venue:	LUMS, Lahore

- Understand and strategize for modern crises management in the digital age

SPECIAL FEATURES

- Digital marketing experts from the industry will also share their viewpoint on how digitalization and connectivity has redefined marketing concepts and how the companies have incorporated these in their business models.
- One of the key elements of the experiential approach of the program is an integrated project. The objective of the project work is to familiarize the participants with the tools and techniques prevalent in social media and modern digital marketing. This rich and vivid experience will allow the participants to immediately employ the knowledge and learning gained from the program in a practical way.

WHO SHOULD ATTEND

The program is beneficial for marketing, product and brand managers and for those managers in the organization who have always felt the need to better understand the process of value creation through digital strategy development and implementation.

Managers from FMCGs, TV & Media, Newspapers, Financial Services, Marketing Communication Services, and Telecoms would especially benefit from the program.

PROGRAM DIRECTORS

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

ZAIN-UL-ABDIN KHAWAJA

Assistant Professor, Marketing
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

EHSAN-UL-HAQUE

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

MOEEN NASEER BUTT

Assistant Professor, Marketing
PhD, Marketing, Ivey Business School, Western University

SARAH SUNEEL SARFRAZ

Teaching Faculty, Marketing
MBA, Lahore University of Management Sciences, Pakistan
MSc, Environmental Management Sciences, Kinnaird College, Pakistan.

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.