



LUMS

Rausing Executive
Development Centre

A photograph of a large, multi-story brick building with a curved facade, likely the Rausing Executive Development Centre at LUMS. The building is set against a clear blue sky. In the foreground, there is a lush garden with vibrant pink and purple flowers and green foliage. A tree with green leaves is visible on the right side of the frame.

MARKETING INNOVATIONS

October 6 - 9, 2020

MARKETING INNOVATIONS

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

This 4-day hands-on programme on **Marketing Innovations** provides a tactical/tool-based grounding to help programme participants convert strategic social media plans into execution. This programme familiarises 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.

PROGRAMME BENEFITS

At the end of the programme 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

WHO SHOULD ATTEND

The programme is designed for Entrepreneurs, Brand Managers and Managers of B2C products and services.

Programme Date: October 6 - 9, 2020

Programme Fee: PKR 110,000

Venue: Karachi

SPECIAL FEATURES

- This is a companion programme to the 'Marketing in Digital Age' programme. While the Marketing in Digital Age programme provides strategic frameworks, predictive application and planning of social media and digital marketing; the Marketing Innovations programme 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.

PROGRAMME 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
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PROGRAMME DIRECTORS

ZAIN-UL-ABDIN KHAWAJA

Assistant Professor, 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

MUHAMMAD ADEEL ZAFFAR

Assistant Professor

PhD, University of North Carolina-Charlotte

Research Interests:

Development of Decision Support Systems; Technology and Innovation Diffusion; Social Networks and their Impact on IS Strategy and IS Diffusion; Agent-based Computational Economics; IS Pedagogical Issues and Network Location Models in the Context of Disaster Response and Recovery Systems

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. 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 programme will be reserved on a first-come, first-served basis.*

PROGRAMME FEE

The fee includes tuition cost, reading material, tea and lunch served during the programme.

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 programme. Space in the programme 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 programme fee can also be paid via bank transfer. Please send the cheque to:

Marketing Manager
Rausing Executive Development Centre
Lahore University of Management Sciences
Sector "U", DHA, Lahore Cantt. Lahore - 54792
Tel: +92-42-35608119-8243

**LUMS is a not-for-profit organisation 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 organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme 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 programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. 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 enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a programme 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 programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time