MARKETING STRATEGY
LIVE Online Programme

December 21 - 24, 2020
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In today’s fast-paced environment, highly competitive organisations need to design customer-centric marketing strategies to drive growth. Organisations need to develop and deliver value propositions that differentiate it from its competitors in meaningful sustainable ways.

The 4-day marketing strategy programme will sharpen your marketing skills and help you adopt a forward-thinking approach to developing and implementing integrated marketing strategies. You will hone the skill of identifying and implementing superior product strategies based on accurate anticipation of customer preferences, market dynamics and competitive activity.

PROGRAMME BENEFITS
Using a mix of world-renowned and local cases, interactive discussions and experiential learning tools, the programme will enable participants to:

- Develop a superior and differentiated customer value proposition
- Integrate the core elements of marketing
- 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 a marketing strategist

WHO SHOULD ATTEND
This programme 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 the company’s profitability and survival.

LIVE VIRTUAL LEARNING FOR EXECUTIVES
The 4-day experiential programme is intelligently adapted to live virtual format imparting a brilliant mix of theoretical concepts, insights from practice, constructive tools and techniques in a highly interactive and engaged e-learning environment.

The participants get direct access to LUMS faculty and engage with peers through interactive class discussions, simulations and group project work that helps reinforce learning and networking among the group.
PROGRAMME DIRECTOR
ADNAN ZAHID
Assistant Professor
PhD, CASS Business School, City University

Research Interests:
Status Consumption; Acculturation; Gender; Religion and Consumer Culture

PROGRAMME FACULTY
EHSAN-UL-HAQE
Professor
PhD, University of Texas at Arlington

Research Interests:
Advertising & Promotion Management; Consumer Behaviour; Marketing Research
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/programme-calendar

*Seat in the programme will be reserved on a first-come, first-served basis.

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
Opposite Sector "U", DHA, 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 programme, 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.