



LUMS

Rausing Executive
Development Centre

REDX

Online Executive Education

MARKETING INNOVATIONS

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

LIVE Online Programme

November 23 - 26, 2020

MARKETING INNOVATIONS

LIVE Online Programme

This 4-day hands-on programme on **Marketing Innovations: Social Media Marketing User Behaviour Analysis, Analytical Tools & Multiscreen Digital Marketing Techniques** provides both a strategic and tactical/tool-based grounding to help programme participants convert strategic social media plans into execution. This programme familiarises the participants with the latest techniques in the world of social media marketing, multi-screen marketing, predictive user behaviour, key value assessment and creation of influencers.

Additionally, the introduction to the tools will range from planning and development aids, 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 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)

Programme Date: November 23 - 26, 2020

Programme Fee: PKR 90,000

Duration: 4 Days

- Understand the tactical use of user engagement behaviour for marketing purposes
- Understand influencer farming and customer acquisition
- Be able to create strategic brand information assets on social media

PROGRAMME COVERAGE

- 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

WHO SHOULD ATTEND

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

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 DIRECTORS

ZAIN-UL-ABDIN KHAWAJA

Assistant Professor

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

Associate 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/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 email/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.

Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank-Limited (UBL) branch against the programme voucher.

Our preferred mode of payment is by debit/credit card and crossed cheque/banker's draft payable to Lahore University of Management Sciences. However, the programme fee can also be paid via bank transfer.

If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Center
Lahore University of Management Sciences

Opposite Sector 'U', DHA Lahore Cantt Pakistan
(+92 42 3560 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.