



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 are vibrant pink and purple flowers in full bloom, and a tree with green leaves is visible on the right side. A semi-transparent grey bar is overlaid on the left side of the image, and a green bar is overlaid on the bottom right.

MARKETING STRATEGY

December 21 - 24, 2020

Suleman Dawood
School of Business

MARKETING STRATEGY

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

Programme Date: December 21 - 24, 2020
Programme Fee: PKR 120,000
Residential Fee: PKR 48,000
Venue: LUMS, Lahore

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.

"It is an excellent programme. LUMS has done a great job! Great learning experience. Such programmes 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 Basit
Shafisons Engineering (Pvt.) Ltd.

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-HAQUE

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.*

PROGRAMME FEE

The fee includes tuition cost, reading material, tea and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the programme. 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 programme and check out the morning after the programme 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 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.

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 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.
