



LUMS

Rausing Executive
Development Centre

The background of the slide is a photograph of a large, multi-story brick building with a curved facade and many windows. In the foreground, there are vibrant pink and purple flowers in full bloom. A green banner is positioned at the bottom right of the image.

MANAGING MARKETING CHANNELS

Redefining Go-To-Market Strategies

May 19 - 21, 2021

Suleman Dawood
School of Business

MANAGING MARKETING CHANNELS

Redefining Go-To-Market Strategies

Managing marketing channels is considered as one of the most effective competitive advantage for survival in ever growing demands of corporate landscape. Strategic channel decisions are complicated to make and implications of these decisions often affect all elements of the marketing mix with long term consequences.

The 3-day interactive programme on *Managing Marketing Channels* allows executives an overview on channel design options, assessment of channel performance and channel economics, with key focus on customer preferences.

PROGRAMME BENEFITS

Over 3 days participants will get the opportunity to:

- Understand customer-centric channel design strategies
- Analyse the key factors for navigating channels under uncertainties, conflict, power plays and competitive scenario
- Review best practices for performance evaluation of channel strategies
- Gain insights on critical role of trade marketing
- Build understanding on an effective franchising system
- Understand and assess E-Channels and their impact and consequences
- Improve the effectiveness and efficiency of channel activities by leveraging emerging technologies

Programme Date:	May 19 - 21, 2021
Programme Fee:	PKR 90,000
Residential Fee:	PKR 38,000
Venue:	Rausing Executive Development Centre, LUMS

WHO SHOULD ATTEND

This programme is designed for middle to senior level managers working in marketing and sales functions in business organisations. Typical participants will hold title of Marketing Managers, Sales Heads, Brand Managers, Channel Managers, Trade Marketing Managers and Franchising Managers.

TOPICAL COVERAGE

Following areas will be covered during this highly interactive course:

- Linkage between channel decisions and corporate strategy
 - Frameworks and practical learning's for effective channel design
 - Selection of types of channel intermediaries, market coverage requirements, length and breadth of channels
 - Implementation of channel decisions, channel conflicts and channel power
 - Emergence of E-Channels and its consequences on other channel players
 - Managing effective franchising systems
 - Performance evaluation of a channel
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PROGRAMME DIRECTOR

MUHAMMAD LUQMAN AWAN

Teaching Faculty (SDSB), Marketing

PhD Scholar, University of Stirling Scotland

MBA, Lahore University of Management Sciences

BSc Mechanical Engineering, UET

Research Interests:

Sales Force Management; Industrial Marketing & Channel Management

PROGRAMME FACULTY

EHSAN-UL-HAQUE

Professor, Marketing

PhD, University of Texas at Arlington

MBA, University of Pennsylvania

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/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. 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 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.
