



LUMS

Rausing Executive  
Development Centre

Suleman Dawood  
School of Business

# Marketing Strategy: Transforming for the Digital Era - *Karachi*

*February 9 - 12, 2026*

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# MARKETING STRATEGY

## TRANSFORMING FOR THE DIGITAL ERA

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 them from their competitors in meaningful sustainable ways.

The 4-day experiential programme on **Marketing Strategy: Transforming for the Digital Era** 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.

### 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 company's profitability and survival.

Programme Date:	February 9 - 12, 2026
Programme Fee:	PKR 250,000
Residential Fee:	Not Applicable
Venue:	Karachi

### 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 marketing strategist
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## PROGRAMME DIRECTOR

### ***ADNAN ZAHID***

Assistant Professor

PhD, CASS Business School, City University

#### ***Research Interests:***

Brand Management; Status Consumption; Acculturation; Leadership;  
Consumer Behaviour; Marketing Research; Gender; Religion and  
Consumer Culture

## PROGRAMME FACULTY

### ***MUHAMMAD ADEEL ZAFFAR***

Associate Professor

PhD, University of North Carolina-Charlotte

#### ***Research Interests:***

Effective Use of Technology in Organizations; Building Innovative Teams  
and Organisations; Social Network Analysis; Design and Deployment of  
Data-Driven Decision Support Systems with Applications in the  
Healthcare; Telecommunication and Construction Industries

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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile 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 costs, reading material, tea, and lunch served during the programme.

### 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.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found. Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140

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 Centre  
Lahore University of Management Sciences  
DHA, Lahore Cantt Pakistan  
Tel: 042-35608243, 8119 & 8333

*\* 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, the course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer the 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, the university will refund the 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 alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.*