



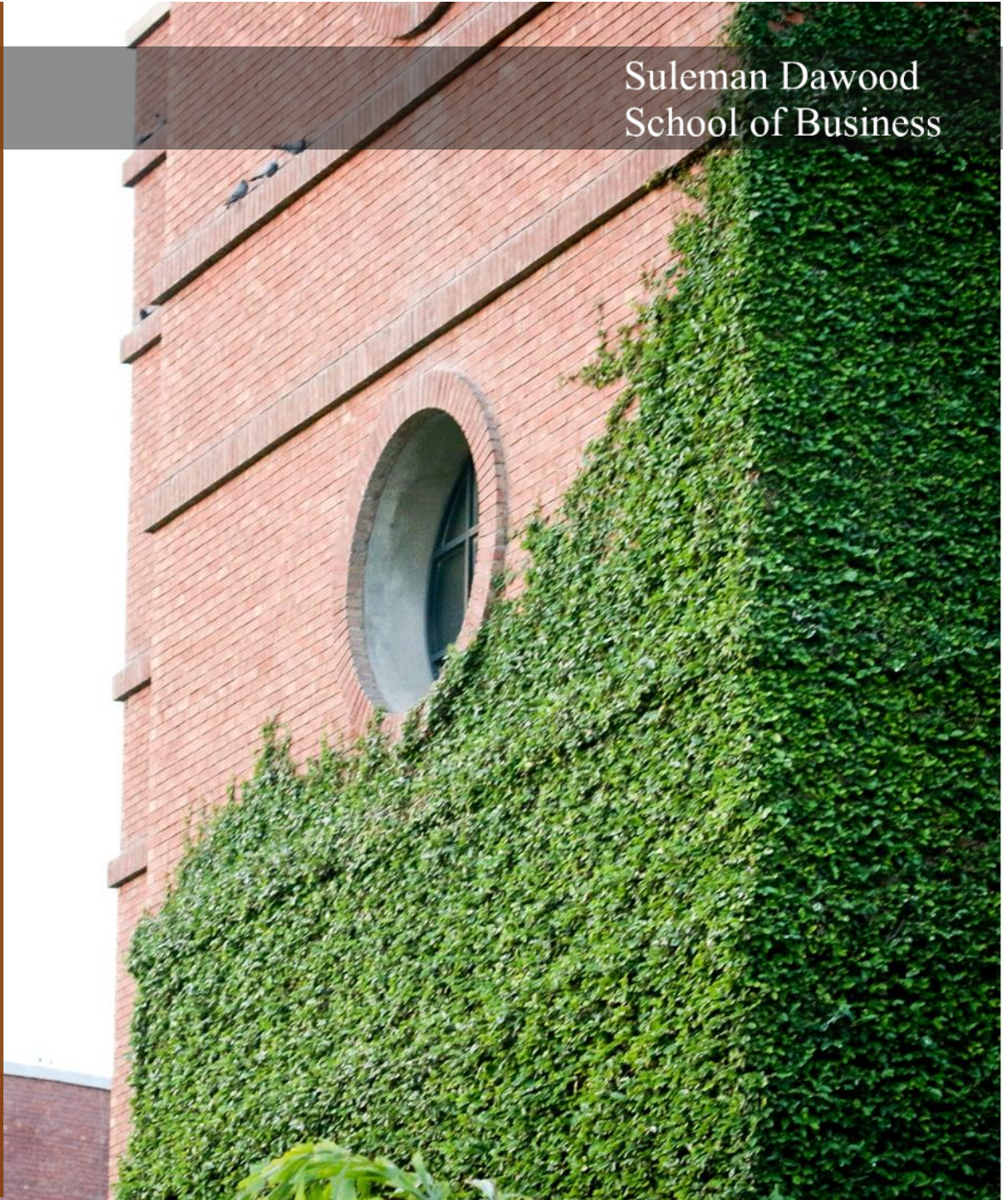
LUMS | Rausing Executive
Development Centre

Suleman Dawood
School of Business

MANAGING MARKETING CHANNELS

Redefining Go-To-Market Strategies

May 19 - 21, 2026



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 - Redefining Go-To-Market Strategies** allows executives an overview on channel design options, assessment of channel performance and channel economics, with key focus on customer preferences.

BENEFITS

During the programme, the participants will develop an understanding of;

- 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 & their impact and consequences
- Improve the effectiveness and efficiency of channel activities by leveraging emerging technologies

Programme Fee

PKR 180,000

Residential Fee

PKR 80,000

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.

“Essential for all business managers as it teaches fundamentals and prepares you to take tough calls for 'long term' benefits rather than short term volume pressure.”

Mariam Arif Jafri
Abu Dawood Pakistan

PROGRAMME DIRECTOR

MUHAMMAD LUQMAN AWAN

Teaching Faculty (SDSB)

PhD Scholar, University of Stirling Scotland

Research Interests:

Sales Force Management; Industrial Marketing & Channel Management

PROGRAMME FACULTY

EHSAN-UL-HAQUE

Professor Emeritus

PhD, University of Texas at Arlington

Research Interests:

Marketing Management, Business Strategy and The Business of Entertainment

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. If you wish to avail accommodation at LUMS, there will be an 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.

** Residential fee and accommodation clause above are not applicable for programme offerings in Karachi.*

ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with an attached bathroom is equipped with a mini-fridge, writing desk, and a 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.
- 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
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 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.
