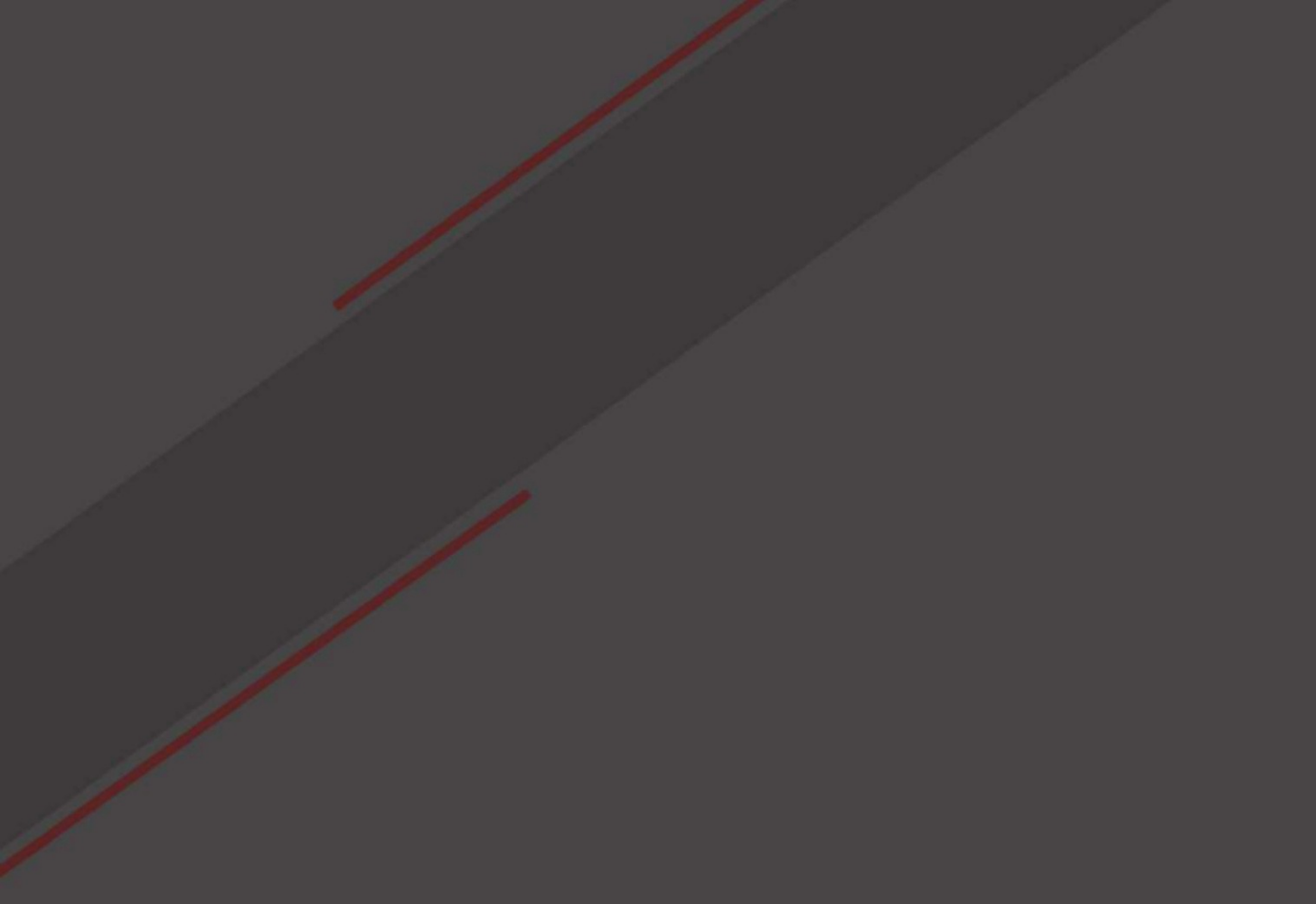




Rausing Executive  
Development Centre

# **BUSINESS-TO-BUSINESS MARKETING STRATEGIES**

**October 6 - 9, 2026**



In the realm of business-to-business (B2B) marketing, organisations engage in targeted strategies aimed at other businesses, governmental bodies, or nonprofit entities, diverging significantly from consumer-oriented approaches. This specialised domain presents unique challenges stemming from distinct customer buying criteria, purchasing processes, and consequential impacts on overall business strategy.

Our Executive Programme on Business-to-Business Marketing Strategies is designed to provide participants with comprehensive insights and strategic frameworks crucial for navigating the intricacies of the B2B landscape. This programme is tailored to delve deeply into the dynamics of B2B marketing, with a focus on segmentation strategies essential for effectively dividing markets into homogeneous customer groups. Moreover, participants will explore the pivotal role of customisation in meeting the diverse needs of B2B customers.



## **BENEFITS**

After the programme, the participants will develop a range of competencies and insights that offer invaluable advantages to both their professional growth and organisations' strategic positioning. The participants will develop:

### **Strategic Competence**

- Gain an in-depth understanding of B2B marketing dynamics to craft and execute tailored strategies aligned with business market demands
- Improve decision-making skills concerning market selection, buyer relationships, and organisational alignment within the B2B context

### **Customer-Centric Approach**

- Decode the unique needs and purchasing behaviors of B2B customers, facilitating targeted approaches to specific customer segments
- Develop proficiency in nurturing stronger relationships with business customers, enhancing client retention and loyalty

### **Market Relevance**

- Access the latest industry insights, staying updated on trends, technologies, and best practices in B2B marketing
- Learn to leverage digital tools effectively, boosting organisational competitiveness in an evolving business landscape

### **Organisational Alignment/Excellence**

- Acquire strategies for aligning organisational structures and processes with B2B marketing objectives, fostering operational efficiency and market responsiveness
- Gain practical insights into implementing B2B marketing strategies, empowering participants to apply their knowledge effectively within their organisations

## **WHO SHOULD ATTEND**

This programme is ideal for senior executives including Directors of Marketing, Marketing Managers, Chief Marketing Officers, Business Heads, National Sales Managers, and Country Heads seeking to enhance their expertise in B2B marketing strategies and advance their careers in the field.

# PROGRAMME DIRECTOR



## Muhammad Luqman Awan

Teaching Faculty (SDSB)

PhD Scholar, University of Stirling, Scotland

### Research Interests:

Sales Force Management; Marketing Channels; Strategic Sales Leadership; B2B Marketing

# ADDITIONAL FACULTY



## Moeen Naseer Butt

Assistant Professor

PhD, Marketing, Ivey Business School,  
Western University

### Research Interests:

Assessing the impact of Growth,  
Governance and Geography of Franchise  
Systems on their Performance,  
Franchising, Marketing-Finance interface

## APPLICATION 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>

## PROGRAMME AND RESIDENTIAL FEE

The programme fee of PKR 250,000 includes tuition cost, reading materials, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 100,000. It includes accommodation, breakfast, and dinner for the duration of the programme. However, any extra charges such as telephones, laundry, 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.

## 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.

## 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.
  - IBILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
- Please enter the assigned six-digits IBILL 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

\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.

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.



**Rausing Executive Development Centre (REDC)**  
Suleman Dawood School of Business (SDSB)

**Lahore University of Management Sciences**  
DHA, Lahore Cantt. 54792 - Pakistan

Tel: +92-42-35608243, 35608119 & 35608333  
Fax: +92-42-35722691 | Email: [rec@lums.edu.pk](mailto:rec@lums.edu.pk)

Learn More



[redc.lums.edu.pk](http://redc.lums.edu.pk)

Follow us

