



Rausing Executive
Development Centre

NEW PROGRAMME

AI-DRIVEN MARKETING

Reinventing Marketing with AI Precision

December 29 - 31, 2026

Venue: Rausing Executive
Development Centre, LUMS

Suleman Dawood
School of Business

AI-DRIVEN MARKETING

Reinventing Marketing with AI Precision

The AI-Driven Marketing programme is an intensive, three-day journey into the future of marketing. In an era where data is abundant but insights are scarce, this course equips leaders with the frameworks for measurable marketing ROI. Participants will move through the entire marketing lifecycle—from using AI for market research, segmentation, and targeting to reimagining the 4 Ps with generative AI and automated decision-making. The programme culminates in a high-impact group project where participants apply these tools to a real-world business challenge, ensuring they leave not just with knowledge but also the ability to lead an AI transformation within their own organisations.

Designed for top and mid-level marketing executives seeking to apply AI in marketing, this programme immerses participants in the role of decision-makers navigating new technologies and equips them with actionable skills to improve the customer experience, drive sales, and make more informed marketing decisions.

WHO SHOULD ATTEND

The programme is ideal for:

- Top and mid-level marketing executives seeking to apply AI in marketing
- Owners of businesses and startups who are seeking to learn the use of AI to make more informed marketing decisions

DATE

December 29 - 31, 2026

PROGRAMME FEE

PKR 200,000

RESIDENTIAL FEE

PKR 95,000

BENEFITS FOR PARTICIPANT

Through innovative pedagogical tools, interactive discussions and hallmark case studies, the participants will come across the following areas:

- Transition from traditional demographic targeting to AI-powered behavioural segmentation that identifies potential high-value customers in real time
- Apply AI to automate pricing, personalise product recommendations, optimise omnichannel distribution, and promotion spend
- Evaluate, select, and implement the right AI tools into existing workflows while navigating the ethical implications of data privacy and algorithmic bias
- Design and govern sophisticated chatbot and virtual assistant strategies that enhance the customer journey while maintaining brand voice and trust
- Increase participants' capability to use AI with market insights and customer data to refine STP choices and optimise marketing mix decisions for improved results through a group project

PROGRAMME DIRECTOR

ADNAN ZAHID

Assistant Professor

PhD, CASS Business School, City University

Research Interest:

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



CO-PROGRAMME DIRECTOR

MOEEN NASEER BUTT

Associate Professor

Service Industries Limited

PhD, Marketing, Ivey Business School, Western University

Interests:

Assessing the impact of Growth; Governance and Geography of franchise systems on their performance; Franchising; Market Development & Marketing-Finance



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.

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 number 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
Suleman Dawood School of Business
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.

<https://redc.lums.edu.pk>

Rausing Executive Development Centre (REDC)
Suleman Dawood School of Business (SDSB)
Lahore University of Management Sciences (LUMS)