

## Lazarski University

Lazarski University is one of the best private universities in Poland. We provide students a dynamic education that is founded on European and American expertise, which combines theory with practice, and ensures students' success in the global labor market.

Our students study in an intellectually tolerant, vigorously challenging and academically supportive environment that motivates them and encourages them to develop self-confidence, and provides them with the knowledge and tools they need for professional success.

Our university has a very strong international profile. We are in partnership with more than 50 educational institutions throughout the world and attract a large number of students each year from abroad. These students value the opportunity we give them to study in an international environment and interact with outstanding lecturers from Poland, Europe and US, and participate in such exchange programs as Erasmus and Da Vinci. Lazarski students are renowned for their excellent academic performance, which contributes to the success and reputation of our university. To maintain our reputation, we recruit only the most motivated and talented students.

# Lazarski University

## Mini-MBA

## in Strategic Marketing Management

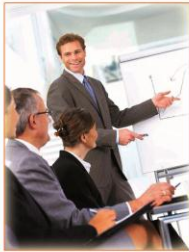


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# Lazarski University

## Mini-MBA

### in Strategic Marketing Management



#### Understanding Markets

(1 session: 4 hours)

##### Course outline

- Dynamic Market Intelligence: Modern market research for a market driven organization
- Global Marketing: Marketing strategies for a global environment
- Product Development Management: Reducing risks & increasing success



#### Marketing Tactics & Implementation

(2 sessions: 4 hours each)

##### Course outline

- Strategic Brand Management : Building, nurturing and growing loyal customers
- Strategic Pricing for Value: Beyond supply and demand
- Maximizing Marketing ROI : Maximize the return on marketing investments
- Channel Design & Management: Partner ships, technologies & people
- Business Development and Sales Force Management: Sales optimization
- Integrated Marketing Communications: Coordinating your marketing channels
- I-Media: Internet & social marketing management
- Portfolio Management: Managing multiple products and brands

#### Customer Insights

(2 sessions: 4 hours each)

##### Course outline

- Knowing Your Customer: Consumers' needs, perceptions, insights, and choices
- How to Market to the Business Customer: Business buyers' needs, perceptions, insights, and choices
- Segmentation & Positioning: The art & science of marketing

#### Understanding Marketing

(1 session: 4 hours)

##### Course outline

- Marketing Strategy: A new approach
- Innovation: The growth engine
- Customer Relationship Management: Customer- centric strategies and tactics

