Université Saint-Joseph de Beyrouth

LIVON CONSULTING GROUP

Centre de formation professionnelle
Professional Training Center
Université Saint-Joseph de Beyrouth

Certificate

Digital Media and Marketing Excellence Program

LEAD IN STRATEGY, CREATIVE COMMERCE, AND INNOVATION

Master the Tools
Lead the Digital Future

The Digital Media & Marketing Excellence Program equips professionals with the skills and mindset to lead in today's fast-evolving digital landscape. Through a hands-on, strategy-driven approach, participants will master the latest tools, platforms, and analytics to design impactful campaigns, optimize performance, and drive measurable results. Combining theory with real-world application, the program bridges creativity, data, and innovation to shape the next generation of digital marketing leaders.

Who Should Attend

- Marketing professionals seeking to lead in digital and creative strategy
- Brand, communication, and media specialists Entrepreneurs and business owners driving growth through marketing innovation
- Public sector and NGO communication teams modernizing their outreach
- University graduates pursuing careers in marketing, media, or creative industries

Learning Objectives

By the end of the program, participants will be able to:

- Develop and execute an integrated Master Campaign Strategy that connects creativity, media, and commerce
- Apply Through-The-Line marketing principles, bridging traditional and digital tactics to build unified brand narratives
- Master tools and techniques such as experiential marketing, retail design, shopper marketing, and digital activation.
- Design and optimize content that inspires engagement, drives action, and delivers measurable business outcomes
- Leverage analytics and automation to refine campaigns and prove ROI
- Lead data-driven and innovation-led teams capable of navigating the evolving digital landscape

Learning Outcomes

Upon completion, graduates will be equipped to:

- Lead integrated marketing initiatives anchored in creative commerce and strategic performance
- Develop and execute Master Campaigns that drive full-funnel business growth
- Use digital and data tools to measure, optimize, and elevate campaign effectiveness
- Align creative storytelling with measurable marketing impact. Demonstrate marketing leadership grounded in innovation, insight, and accountability

Training Modules

1

MARKETING FOUNDATIONS AND CREATIVE COMMERCE

March 9, 11, 16, 2026

Mr. Patrick Abou Chacra
Dr. Walid Soufi

1. The Evolution of Marketing: From ATL/BTL to TTL
2. The Business of Creativity: Understanding Creative Commerce
3. Core Marketing Principles & Consumer Psychology
4. The Role of Brand Purpose and Value Proposition
5. Marketing Mix Reinvented for the Digital Age (Product, Place, Price, Promotion → Experience, Engagement, Exchange, Everyplace)

STRATEGIC PLANNING AND THE MASTER CAMPAIGN FRAMEWORK

March 18, 24, 26, 2026

Mr. Patrick Abou Chacra
Dr. Walid Soufi

2

1. The Master Campaign Framework: From Insight to Impact
2. The Through-the-Line Strategy Model, Bridging Offline & Online Channels
3. Audience Segmentation, Targeting & Positioning STP Using Data and Empathy
4. Crafting the Campaign Big Idea and Translating It Across Channels
5. Route-to-Market Planning & Channel Integration

3

DIGITAL MARKETING ARCHITECTURE AND APPLIED AI

April 15, 20, 22, 27, 2026

Dr. Sandreen Hitti

1. Understanding the Digital Consumer & Journey Mapping
2. Designing a Digital Marketing Strategy
3. Channel Selection, Budget Allocation & Media Mix Optimization
4. AI in Digital Marketing: An Applied Focus

DIGITAL PRESENCE THROUGH STRATEGIC STORYTELLING

April 29, 2026
May 4, 6, 2026

Mr. Charbel Raji

4

1. Digital Branding and Storytelling
2. Audience Mapping and Engagement
3. Content strategy and Business Goals
4. Storytelling Frameworks, Platforms and Algorithms
5. Online Crisis Management and Reputational Risks

Training Modules

5

DATA MEASUREMENT AND MARKETING INTELLIGENCE

May 11, 13, 18, 2026 **Mr. Wadih Antoun**

1. Ad Platform Algorithms & How It Works (Meta & Google)
2. KPIs, Dashboards & the Measurement Framework
3. Data-Driven Decision Making & Attribution Models Based on Customer Journey Map
4. Budgets: how to calculate based on funnel & ROI
5. Conversion Rate Optimization & Continuous Improvement

INNOVATION AND CAMPAIGN EXECUTION

May 20, 2026
June 1, 3, 2026

Mr. Patrick Abou Chacra
Dr. Walid Soufi
Dr. Sandreen Hitti

6

1. Leading Cross-Functional Campaign Teams
2. Agile Marketing & Creative Operations
3. Budgeting, Briefing, and Stakeholder Management
4. Final Master Campaign Simulation & Presentation

What You'll Gain

- USJ + CFP + LCG Certificate of Completion, attested by DMMS - The Digital Media & Marketing Syndicate in Lebanon
- Access to premium strategic frameworks and toolkits designed by LCG
- Complementary DMMS membership
- Networking opportunities with industry peers, innovators, and marketing leaders

Meet your Trainers

MR. PATRICK ABOU CHACRA

Founder and President, Digital Media and Marketing Syndicate (Lebanon)

Patrick is a senior business executive with 23+ years of experience in strategic marketing, digital transformation, and leadership. He previously led operations at global agencies such as Ogilvy and Grey (WPP), and later founded LCG – LIVON Consulting Group, delivering 10,000+ projects for 300+ clients, including major international brands and institutions. He is also recognized for shaping industry standards, driving innovation across the marketing and communications sector, and regularly speaks on AI, digital marketing, entrepreneurship, and cybersecurity.

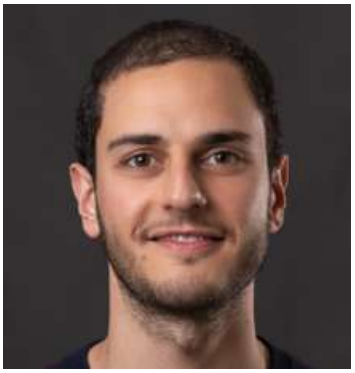
MR. CHARBEL RAJI

Talk-show Host and Media and Communications expert with over 15 years of extensive experience in advocacy, public affairs and external relations across the US, Europe and the Middle East. United Nations Spokesperson for over 10 years and trainer on media speaking, online media, multimedia marketing campaigns, reputational risk and emergency preparedness. Advisor to high-profile personalities and private sector companies and expert in crisis management, consensus building, corporate and crisis communication.

DR. SANDREEN HITTI

Assistant Professor at the Lebanese American University (LAU) and a Lecturer at the American University of Beirut (AUB). She is also the Co-Founder of AiGorithm, a company specializing in AI-driven business solutions. With expertise spanning artificial intelligence, marketing strategy, and digital transformation, Dr. Hitti bridges academia and industry to advance the integration of AI into education and business innovation.

Meet your Trainers



MR. WADIH ANTOUN

Computer and Communications Engineer and the Managing Director and Co-founder of Spearhead, a digital marketing agency. A former Digital Marketing Instructor at USJ and current Consul tant for UNDP Lebanon, he helps brands maximize their digital potential through strategic online presence and performance marketing.

DR. WALEED SOUF

Assistant Professor of Graphic Design at the Lebanese University and a former Sr. Art Director at leading international agencies including Grey and Memac Ogilvy. With extensive experience in branding, creative strategy, and integrated communication, he bridges academic insight with real-world creative practice. His work focuses on brand storytelling, design thinking, and the intersection of creativity and commerce. Dr. Soufi has also mentored students and professionals in developing innovative, purpose-driven campaigns that connect strategy with meaningful impact.

Program Information

Dates

- March 9, 11, 16, 18, 24, 26 2026
- April 15, 20, 22, 27, 29 2026
- May 4, 6, 11, 13, 18, 20 2026
- June 1, 3, 8 2026

Duration: 50 hours

Time and Location

- **Timing:** 5:30 – 8:30 pm
- **Modality:** In-person
- **Location:** The Professional Training Center, Campus of Innovation and Sports (CIS), USJ, Beirut

Fees

$950

Registration

- **Deadline:** 8 March, 2026

Click here to register

Contact Us

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