



Université Saint-Joseph de Beyrouth  
Campus du Liban Sud



Université Saint-Joseph de Beyrouth  
Office of Regional Development  
and External Programs

# Strategies and Methods to Attract and Retain Customers

*(Marketing & Communication)*



# Overview

## **Program duration : 3 weeks**

3 Modules:

- Relationship and Interactive Marketing (two sessions)
- Communication (one session)
- Digital Business (one session)

Total: 4 sessions – Each session 3:00 pm – 6:00 pm

## **Location:**

Saint-Joseph University - Campus of South Lebanon & Chamber of Commerce Industry & Agriculture in Sidon & South of Lebanon

## **Teaching method:**

- Interactive methods: Case studies, Teamwork, Role-play, Simulations, Debate, Brainstorming, Flipped classrooms and Presentations.
- Readings between every module

## **Modules:**

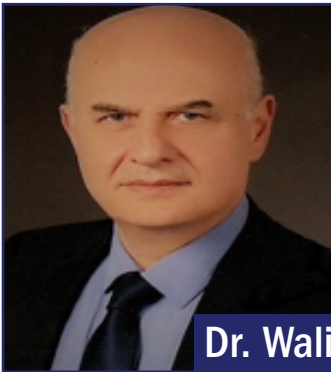
- Strategic Marketing
- Communication
- Digital Business

**Cost / Participant: 350\$**

For registration : [click here](#)

# Relationship and Interactive Marketing

The 3<sup>rd</sup> & the 9<sup>th</sup> of April 2019  
3:00pm to 6:00pm  
Saint-Joseph University -  
Campus of South Lebanon



**Dr. Walid ABOU-KHALIL**

Dr. **Walid Abou-Khalil** is an Associate Professor at the School of Business of the Saint Joseph University of Beirut. He studied at Saint Joseph University, the American University of Beirut, and Michigan State University. He obtained his Ph.D. in management sciences with the highest distinction from the University of Paris 1 Panthéon-Sorbonne. He held the positions of director of the SME support center at the Federation of the Chambers of Commerce, Industry and Agriculture in Lebanon, Director of IFA Franco-Libanais at the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon and head of the marketing department at the School of Business of USJ. He is currently the director of the MBA IP Program at USJ and lectures in operational marketing, strategic and international marketing, political marketing, business research and quantitative research methods at the undergraduate, graduate and doctoral levels. He is also a senior consultant and trainer in marketing, sales and negotiation.

## KEY BENEFIT

This workshop will allow participants to understand the importance of relationship and interactive marketing as tools to foster customer loyalty, interaction and long-term engagement, and therefore to maximize sales by retaining existing customers and acquiring new prospects. As a supplier, the participant will learn how to build a mutual beneficial long-term relationship with their customers and how to react to their actions.

The practical side of the workshop will develop the participants' abilities in several key areas, enabling them to consider the implications of emerging technologies and new media on marketing while developing coherent direct and interactive marketing plans that reflect strategic and tactical dimensions.

## LEARNING OUTCOMES

By the end of this workshop, participants will be expected to be able to:

- Apply the varying marketing approaches at different stages of the relationship cycle.
- Integrate direct marketing for competitive advantage.
- Develop effective relationship and interactive marketing campaigns and strategies.
- Understand the pros and cons of digital communication.
- Best take advantage of the power of word of mouth.

# Winning Interpersonal Communication

The 11<sup>th</sup> of April 2019  
3:00pm to 6:00pm  
Chamber of Commerce  
Industry & Agriculture in Sidon  
& South of Lebanon



**Ms. Nicole ABBOUD BAKHACHE**

Ms. **Nicole Abboud Bakhache** is an experienced Trainer, Counselor and Consultant on Organizations' and Individual's Advancement, well anchored in the Organizations' world with more than 25 years of managerial experience. She has developed a large and successful interventions portfolio in Organization Development projects, Managerial Leadership Training and Managerial Coaching for a variety of industries in Lebanon and the region.

Her strength lies in her fluid and creative capacity to create engagement and embark the stakeholders in a change they design themselves and take full ownership of, while ensuring timely and quality results.

She holds a Masters in Human Resources Management, Université Saint Joseph de Beyrouth (USJ), 2001. Trained in Transactional Analysis, in the field of organizations, certifications from ITAA (International Transactional Analysis Association) – Attended more than 800 certified training hours (2001-2014).

## KEY BENEFIT

This workshop is going to provide participants with some tips and ideas on how to successfully communicate in their organization. They will be aware of the critical success factors in interpersonal communication to have better buy in for their ideas and avoid conflicts and unnecessary emotional strain. They will also learn the better way to address people in a situation of conflict, when emotions are high.

The workshop is very interactive and participatory.

## LEARNING OUTCOMES

At the end of the session, participants will know how to:

- Adapt their communication to the other party's personality style in order to have better buy in
- Avoid conflicts by applying the Window of behaviors in their professional life
- Address conflict by using the Non Violent Communication approach



**Dr. Maria FRANGIEH**

Dr. **Maria Frangieh** is a university instructor, Doctorate in Business Administration graduate, with emphasis in Web Tools and knowledge sharing (digital marketing in marketing and HR). She is also a founder and managing partner of Socialprise a digital marketing and communications agency operating globally for more than a decade.

Digital marketing consultant for major International and Lebanese brands such as BMW, Renault, Librex Holding and Château Ksara, G spa, Redpro Real Estate, Wurth, Health Essentials, Laboratoires Filorga, Puresentiel, Nutreov, Pharmacie Le Gabriel, YEPREM, among others, including public figures. Maria is also a blogger <http://www.mariafrangieh.com> and personally active online on different social media platforms.

Lecturer at Haigazian University and USJ, she has offered courses in French and English in Microeconomics, Macroeconomics, Digital Business, Social Media Marketing Management, Digital Business and E-commerce, among others. Maria has offered various workshops, in Lebanon, Jordan and USA, in digital marketing and personal branding online, in addition to private coaching on social media personal branding of public figures.

## KEY BENEFIT

This workshop aims at enhancing the knowledge of the participants in the following topics:

- Effects of digital era on organizations
- Digital Marketing segmentation and targeting
- Lebanese laws for online promotion
- Digital communication to increase qualified leads
- Different digital tools to reach out to the target market (direct and indirect clients)
- Brand promotion online (organic and paid promotions)
- Online reputation of brands and people
- Content creation

## LEARNING OUTCOMES

At the end of the program, each participant will be able to:

- Identify buyer's personas
- Identify the segments that need to be targeted
- Know the Lebanese laws that affect online promotion of products and services
- Use the tools to reach out to the target markets
- Communicate with the online audience
- Promote the brand and executive figures online while preserving the brand image
- Create campaigns to market for the products and services

The office of regional development and external programs provide, at the national level and throughout the Middle East and North Africa, a state-of-the-art expertise and a service of excellence in the fields of continuous training, academic and institutional consulting and project management, sustained by the resources of Université Saint Joseph

**For more information, do not hesitate to contact us on:**

**Fadi EL HAGE**

Delegate of the Rector for  
Regional Development and  
External Programs  
fadi.el-hage@usj.edu.lb  
info.dr@usj.edu.lb  
961-1-421000 ext. 1152-1185  
961-3-263039

**Mrs Zeinab Batakji El Sharif**

Project Coordinator  
Chamber of Commerce Bldg, 2<sup>nd</sup> Floor  
Maarouf Saad Boulevard  
P.O Box 41 Saida, Lebanon  
zbatakji@ccias.org.lb  
961-7-728535 ext. 350  
961-3-117885

**Dina SIDANI**

Director  
USJ – Campus of South Lebanon  
dina.sidani@usj.edu.lb  
961-1-421000 ext. 6111/6121  
961-3-511636

**Office of Regional Development and External Programs (DRPE)**  
Rectorate of USJ, Damascus Street  
PO Box 17-5208 Mar Mikhaël, Beirut 1104 20 20 - Lebanon  
[www.usj.edu.lb/drpe/](http://www.usj.edu.lb/drpe/)



Nos interventions peuvent être assurées  
en Français, en Anglais ou en Arabe  
إن مداخلتنا ممكن أن تؤمن باللغة الفرنسية،  
الانجليزية أو العربية