

London School of Business and Research, UK

Online Courses
that can be studied from the
comfort of your home or office



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Insight for Global Business

I respond and serve
customers

We use technology innovatively
process

Everyone matters!
people

Information is readily available
information

We make bold plans
planning

We are a team!
leadership

You are now at the stage when the important personal decision as to where and what course you study will influence the rest of your life. Friends, family and teachers can all offer advice but, ultimately, the choice is yours. This information bulletin outlines the broad range of the London School of Business and Research's courses leading to many different careers. We offer both academic and professional courses, full-time and part-time, short-term and long-term and from classroom to online learning.

If you choose London School of Business and Research, UK, our experienced and highly respected lecturers will focus your energies on academic development and all round personal growth. We will help you discover your full potential by exploring the wealth of knowledge at your disposal. When you leave us we want you to be fully prepared to face the challenges of the corporate environment.

To prospective students, I want to emphasise that education at London School of Business and Research, UK is not just about the next job. It's about bringing the best out of you. Supporting students' professional development throughout their career and beyond is our priority.

Another priority is continuing to strengthen our relationships with companies. Businesses of any size can profit by partnering with us in many ways. The School is a source of world-class talent in all industries and at all experience levels.

At London School of Business and Research, UK we set high aspirations and create confidence. I wish you all success and fruitful career.

Abhishek Chaudhary, Dean

MBA, AMP (Harvard Business School, USA)
Brand Management (Kellogg School of Management, USA)

Become a Global Leader

London School of Business and Research, UK is a truly global business school with international footprints in countries such as **United Kingdom (London), India (New Delhi) and Singapore**. The multi-cultural and multi-dimensional environment provides students with the knowledge, skills, attributes and networks - the global business capabilities which is required for leadership and success in demanding careers in the global economy and helps in fostering rigorous, relevant and innovative research on the dynamics of global business for students, business leaders and policy makers throughout the world.

London School of Business and Research, UK is at the fore front of Management Education globally. The institute is promoted by professionals who have worked at Senior Management positions at **Nestle Inc.** and who have studied at World's Best Business Schools such as **Harvard Business School (USA), Kellogg School of Management (USA), IITs and IIMs**. The institute provides the students with a perfect combination of conceptual framework and practical insight which is relevant for tackling real-world business problems. We also boast of a well connected Corporate Network of professionals from the industry. Their participation has given learning at the London School of Business and Research, UK a pragmatic approach with a clear business focus.



What makes us different

We start with an essential fact. There are neither enough formulas nor business cases to span the range of high-stakes decisions you'll face during your career. We seek to prepare you with knowledge, command of the relevant tools, and most important, the ability to think through unique problems, make decision and lead.

We leverage vital knowledge from sociology, psychology, economics, and other disciplines. Our routine of using such knowledge will become second nature to you. You'll draw on deep insights and instinctively press to make the 'best' answer to a problem even better. And in a world where many people will tell you what to think, you'll have the skills to encourage your colleagues meaningfully and productively, and will have the confidence to make great decisions that yield positive results.

Our lecturers, students and management share a common value system that underlines our teaching, learning, professional development and research. We are committed to fully support for you during your education and as a lifelong member of our LSBR community.

Vision

The Vision of London School of Business and Research, UK is to be pre-eminent business school, nurturing talent and advancing knowledge in a multi-national and multi-cultural environment

Mission

Our Mission is to provide our students with the knowledge, skills, attributes and networks - the global business capabilities - required for leadership and success in demanding careers in the global economy and to foster rigorous, relevant and innovative research on the dynamics of global business for students, business leaders and policy makers throughout the world.

Value

- To aim for Academic Excellence
- To foster Creativity
- To create Value
- Learning is a lifelong journey - so learn and give back to local, regional and global community

Executive Development Programme in Measuring and Evaluating Marketing Performance with Key Metrics

Key Information

Assessment Type:	Quiz Based
Pedagogy:	Online
Learning Style:	Self Paced

Course Overview

****Course Overview****

This Executive Development Programme is designed for senior marketing professionals, business leaders, and decision-makers seeking to enhance their marketing measurement and evaluation skills. As a participant, you will gain practical knowledge of key marketing metrics and frameworks to drive data-driven decision-making.

Upon completion, you will be able to develop and implement effective marketing measurement strategies, leveraging metrics such as ROI, customer lifetime value, and brand equity. Furthermore, you will learn to analyze and interpret data, identify areas for improvement, and optimize marketing performance to drive business growth and profitability.

Description

****Unlock the Power of Data-Driven Marketing****

Take your marketing career to the next level with our Executive Development Programme in Measuring and Evaluating Marketing Performance with Key Metrics. This comprehensive course equips you with the skills to drive business growth through data-driven decision-making. ****Gain a competitive edge**** by learning to measure and evaluate marketing performance using key metrics.

****Transform Your Career****: Enhance your skills in marketing analytics, boost your confidence in interpreting data, and unlock new career opportunities as a marketing leader. ****Stay Ahead of the Curve****: Our programme is designed with the latest industry trends and best practices, ensuring you stay relevant in a rapidly changing market. ****Expert Guidance****: Our faculty comprises experienced marketing professionals who will guide you through interactive sessions, case studies, and group projects. Join us and ****elevate your marketing expertise****.

Course Details

1. Introduction to Marketing Metrics

Understanding key marketing metrics and their importance in business strategy.

2. Marketing Performance Framework

Establishing a performance framework to measure marketing effectiveness and efficiency.

3. Customer Acquisition and Retention Metrics

Analyzing metrics to measure customer acquisition and retention strategies.

4. Digital Marketing Metrics and Analytics

Understanding digital marketing metrics to measure campaign success and ROI.

5. Measuring Brand Equity and Awareness

Evaluating metrics to measure brand equity and awareness in the market.

6. Data-Driven Decision Making in Marketing

Using data and metrics to inform marketing decisions and optimize strategies.

Why This Course

Learners aiming to enhance their marketing skills should opt for the Executive Development Programme in Measuring and Evaluating Marketing Performance with Key Metrics. This programme offers a unique opportunity to bridge the gap between marketing efforts and business outcomes. Consequently, learners gain actionable insights, backed by data-driven metrics.

1. Develop a data-driven approach to measure marketing performance, thereby enhancing decision-making.
2. Acquire expertise in key metrics, including ROI, customer lifetime value, and customer acquisition cost.
3. Learn to create effective marketing strategies that drive business growth and revenue.

KEY HIGHLIGHTS

- Program Duration: **2 Months**
- Recommended Learning Hours : **2-4 Hours / Week**
- Designed for working Professionals
- **Self Paced**
- **Delivered 100% Online**
- **Enrol & Start Anytime**
- **No Written Exam.** The Assessment is done via Submission of Quizes
- Study material: **Comprehensive study material and e-library support available at no additional cost.**
- **24/7 Student Support**
- Dedicated **Student Success Manager**
- Timely Doubt Resolution
- London School of Business and Research Alumni Status
- Non Credit Bearing **Professional Qualification**
- **Created by Expert Faculty**

SAMPLE CERTIFICATE

CERTIFICATE OF ACHIEVEMENT

This certificate is proudly presented to

Simon Davis

in recognition of their successful completion of the programme

Certificate in Project and Quality Management



Certificate ID : *1008-3701-01*
Date : *August 2024, 2024*
UK Provider Reference Number
(UKPRN) : **10083701**



Signature of the Dean

Ready to advance your career? Join the professionals at The London School of Business & Research and elevate your career potential.

Enroll now and start your journey towards success



inspire
innovate
execute



One Global Business School


Three Locations - London, New Delhi, Singapore

When it comes to choosing a management programme, location can make all the difference. Our current campuses are situated in the booming high-tech city of London - the Capital of the United Kingdom and also at New Delhi - the Capital of India and at Singapore*. Here western and eastern management thinking and practice intersect and provide a dynamic opportunities for breakthrough thinking on strategies of tackling challenges and seizing prospects in today's turbulent business environment. The locations of our campuses are bang in the centre of the international hub of commerce where Fortune 500 companies and corporate headquarters of top corporates are situated. All these three locations are considered as the most exciting, culturally diverse cities in the world.

London is undoubtedly world's leading financial capital with nearly 2000 UK companies headquartered producing an aggregate market capitalisation of nearly \$4 trillion. London is also home to world's top 100 companies, thus giving you a launch pad to shape your career.

London School of Business and Research also offers **Executive Education** at London thus giving an edge to global executives to gain exposure at an international setup. With the best professors in the business management education area, students are sure to be the winner at London.

Our **Online Education** courses are also second to none. The institute offers **Ofqual accredited (Office of Qualifications and Examinations Regulation) courses**. Ofqual is a non-ministerial government department that regulates qualifications, exams and tests in England and, until May 2016, vocational qualifications in Northern Ireland. Colloquially and publicly, Ofqual is often referred to as the exam "watchdog"



**Immense
Opportunities
One Unforgettable
Experience**

Why choose LSBR

Our 8 Differentiators

This section highlights the 8 differentiators that would help you make an informed decision as to why you should choose London School of Business and Research (LSBR), Online Business School to complete your much needed education qualification.

Career Development without change in your lifestyle

LSBR offers you the opportunity to enhance your career and growth in your life. You do not have to leave your current job or bring changes in your lifestyle to gain a qualification you have been waiting for. Our online programmes are simple, flexible and can be taken at any stage of your career

Flexible, Study from anywhere, Study anytime

Using our online model you have the advantage of learning without leaving your country and still attain world class qualification from the comforts of your home or office. Our programmes are very flexible and the optional units enable you to specialise in the areas that particularly interests you. You also have the option of studying units in any order you may like.

Accredited and Affordable

Our qualifications are fully accredited and accepted world wide. We endeavours to ensure that cost of our programmes are always as affordable as possible without compromising the standards of our education.

Self paced learning

The programmes offered are self paced. Faster you submit the assignments faster you graduate and get the certification. You can stretch the programme duration to suit you.

No exams – Assignment based assessments

We have taken sting out of education. You are assessed through submission of assignments rather than traditional pen and paper exams. This means that you can prepare assignments anytime, sitting in home, office or cafe and submit the same once they are ready.

Quality

You can be very confident about the calibre of the qualification you will receive, as all LSBR qualifications are fully recognised and accredited by respective bodies ensuring that the qualification attained are well accepted.

Easy payment plans

We give you the widest payment options ranging from monthly, quarterly, half yearly to yearly payment options. You choose the best method of payments as per your flexibility.


Support

As a student you have access to a comprehensive support in form of online study materials with option of downloading the same, live 24/7 chat support and lightning fast email support. We know you are schedule, therefore we ensure that you get the answers to your queries as quickly as possible.

Think Smart
Learn Fast
Study Online



inspire
innovate
execute



Think Smart Learn Fast Study Online

London School of Business and Research (LSBR), UK offers some of the popular online diploma and degree courses accredited by UK awarding bodies which are delivered to you in face to face mode and also 100% online through our state of the art Learning Management System.

Some of the popular online diploma and degree courses range from Business and Management, Health and Social Care, Legal studies, Logistics and Supply Chain, Tourism and Hospitality Management and Computers and Information Technology and more. These popular online diploma and degree courses are delivered to you via 100% Online Learning which can be taken at your own pace.

These popular online diploma and degree courses are also available to you in Fast-Track mode, for you to complete your qualification really quick. So why wait, browse through some of our Top Selling Online Courses and **Enrol Today!**

Benefits of studying at LSBR

To deliver our top quality programmes we use our E-Learning platform also called Learning Management System as our virtual learning platform. Our Learning platform has all required tools to deliver an on-line world class education. We offer range of qualifications which meets the learning needs of students like yourself, worldwide. These professional qualifications are designed to meet the requirements of employers.

You may be already in employment and wish to further your career by studying a professional qualification we can surely help you achieve this. Whatever your goals are, London School of Business and Research is here to support you and to help you reach them. Benefits of our courses are as follows:

Professional

Our qualifications give you the skills to succeed and make a difference in the workplace. We offer programmes ranging from Business Management to Information Technology - delivered 100 percent online.

Affordable

Our programmes are highly affordable compared to others and can help you save thousands of pounds thus offering you higher returns on your investment.

Recognised & High Quality

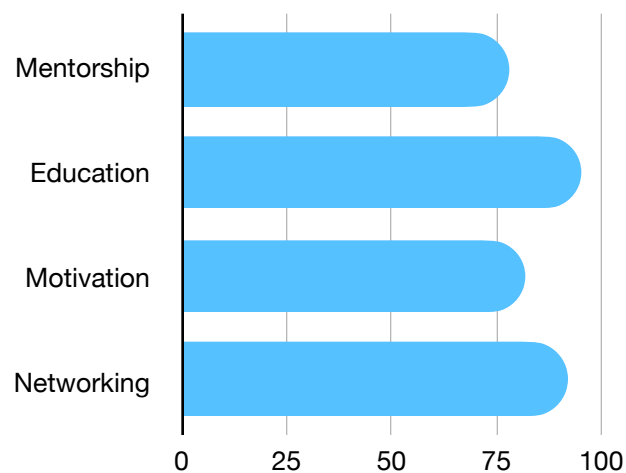
Our qualifications are recognised and accredited by colleges, universities, employers and governments around the world. The programmes offered are high quality in terms of curriculum (which is regularly updated as per the requirements of the corporate world) and delivery through our online learning management system.

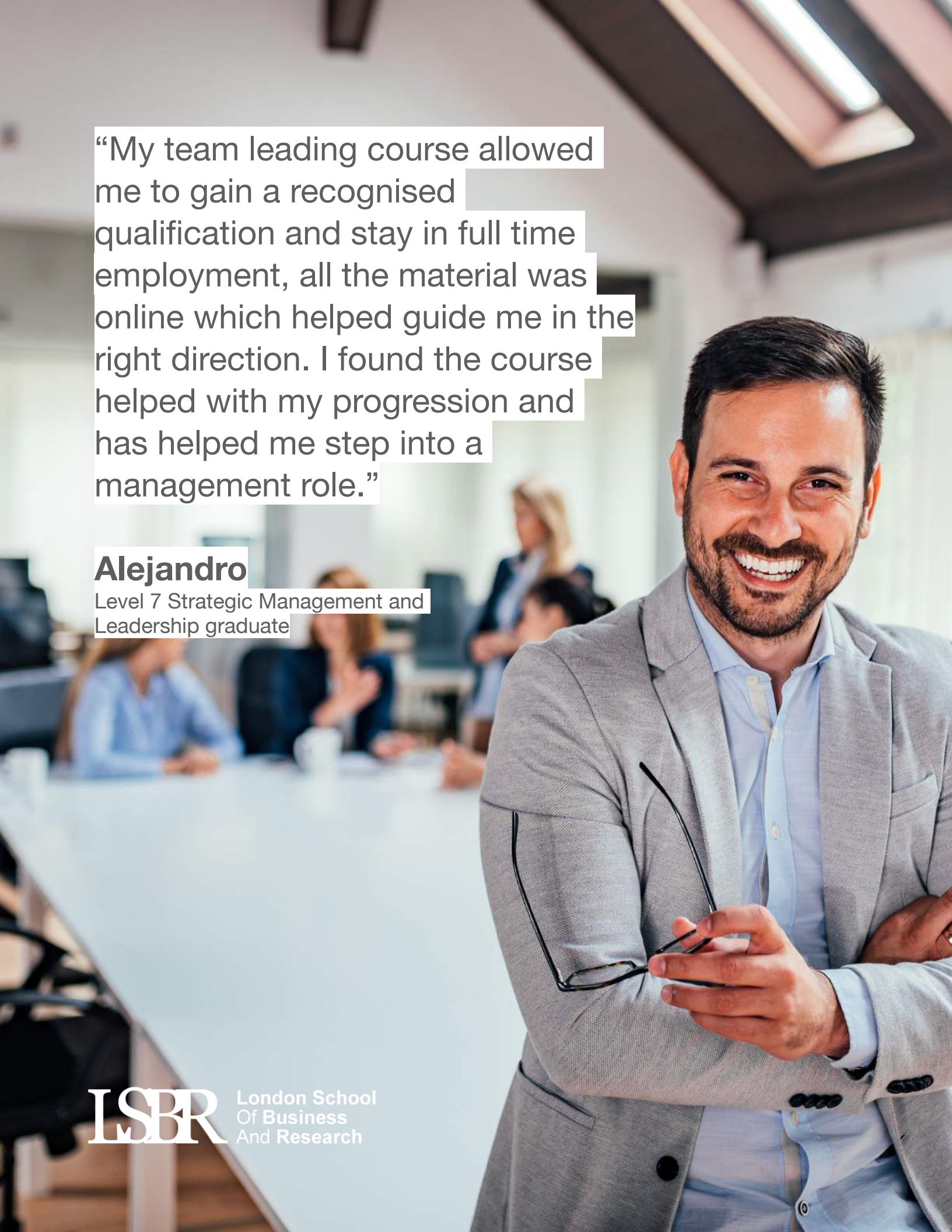
Convenient and Flexible

You can study our programmes online or through distance learning from the comforts of home or office. You can access our

programmes any time of the day whether you are on work or on vacation.

What our students say





“My team leading course allowed me to gain a recognised qualification and stay in full time employment, all the material was online which helped guide me in the right direction. I found the course helped with my progression and has helped me step into a management role.”

Alejandro

Level 7 Strategic Management and Leadership graduate

Online Library

All our enrolled students are granted an uninterrupted access to our Online Library through our state of the art Learning Management System. This online library consists of over 94,000 academic book titles and over 14 million national and international journals, magazines and newspaper articles.

“ We assist you with curated links to the Online Library Books as well as other External sources, so that you do not have to hunt for information. However, you would be provided with the access to the Online Library where you can do your own research as well.”

This online library is a handy tool for every student for doing research and hunting for information.

- Over 94,000 Academic Books
- Over 14 million National and International Journals, Magazines and Newspaper articles
- 24 x 7 x 365 Days Access

88%

88% Overall Student Satisfaction

Global Alumni Network

The value of your qualification continues to grow when you graduate. As an LSBR student, you automatically become a member of the LSBR Alumni Association, an international community of active alumni with unparalleled global connections.

Connections that last a lifetime

One of the most enduring aspects of your experience is joining a global network of LSBR alumni. Close personal friendships, productive professional interactions and significant support network emerge from your first days at the school. Our alumni are now entrepreneurs, senior managers of national and international companies, as well as high ranking government officials.

Alumni Association

The alumni association is organised and managed by a committee of graduates and current students. The association hosts activities upon graduation and you can enjoy the enormous benefits of our alumni club. Through our Alumni Update Newsletter and email communications, alumni are kept informed about the latest happenings at the school and current alumni association activities including: networking events, opportunities to meet potential students and current MBAs who are on global rotation, and the chance to establish scholarships or awards for outstanding students in financial need.

Executive Speaker Series

Alumni are entitled to attend regular Executive Speaker Lecture sessions without any additional cost.

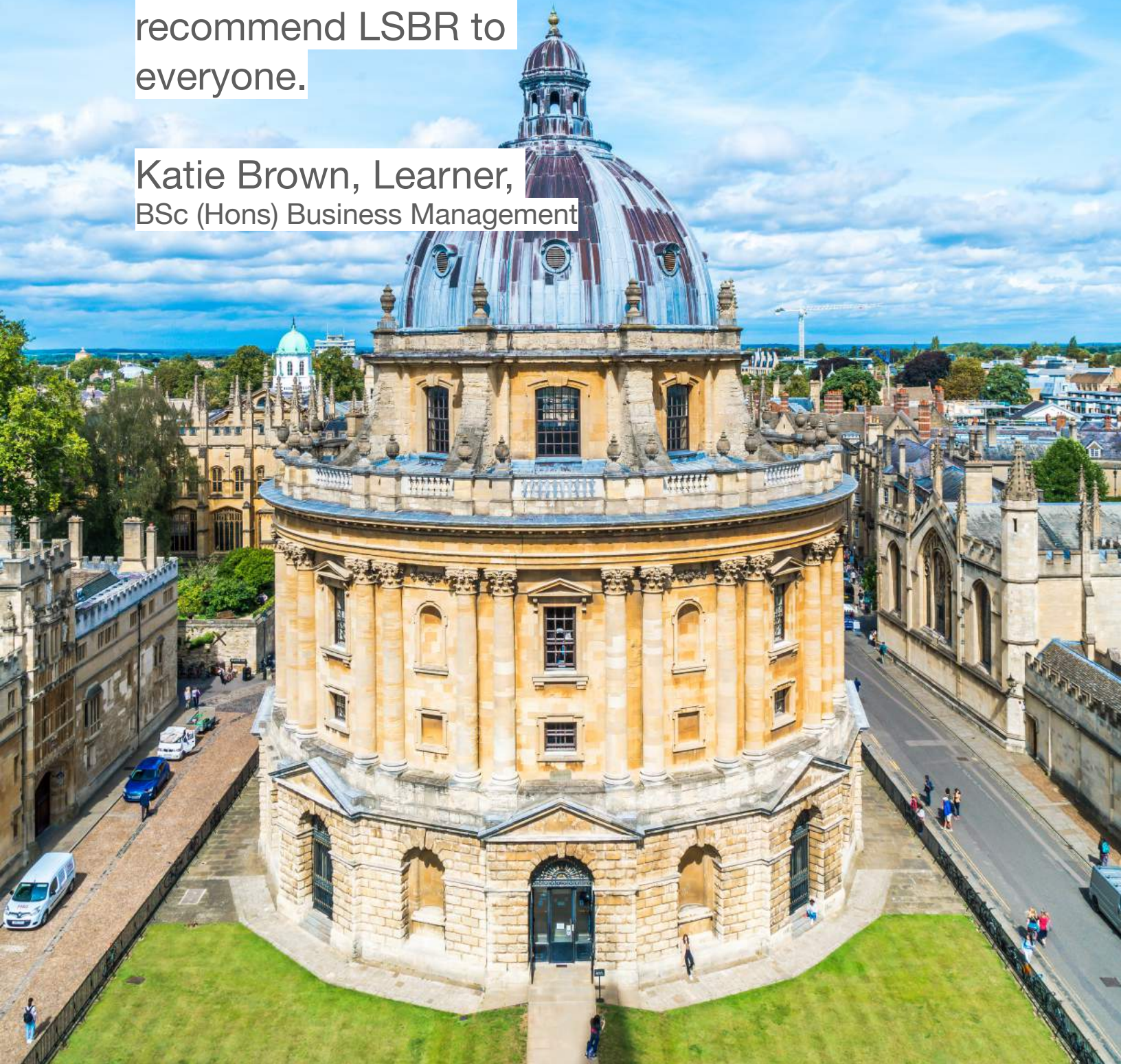


78% of our graduates
are employed in
Professional or
Managerial Jobs within 6
months of graduating



Best for working professionals who need accredited and recognised qualification to move up in their career. I would surely recommend LSBR to everyone.

Katie Brown, Learner,
BSc (Hons) Business Management



University Progression

Completion of our qualification will meet the university's standard academic entry requirements for University Progression for Top-up Degree. However, each applicant will be subject to individual assessment and other entry requirements which may affect university entry.

The following University Progression for Top-up Degree arrangements have been confirmed by each university. As our accredited qualifications are approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), SCQF, Scotland and Qualifications Wales, learners are also eligible to progress to a top-up degree, master's programme, or MBA at many universities in UK and overseas with advanced standing.

Universities for Progression	
University of Chichester, UK	University of Sunderland, UK
Coventry University, UK	Leeds Beckett University, UK
Anglia Ruskin University, UK	BPP University, UK
University of Northampton, UK	University of Portsmouth, UK
Arden University, UK	Concordia University, Chicago, USA
University College, Birmingham, UK	Charles Stuart University, Australia
London South Bank University, UK	Middlesex University, Mauritius

Please check course wise University Progression options on our website:
<https://www.lsbr.uk/university-progression-for-top-up-degree/>

97%

97% of our graduates are in
employment or further study
within six months of graduating

Institute Awarding Bodies

London School of Business and Research (LSBR) is over a decade old institution having rich experience in the field of Management Education. The institution was established in the year 2004 with the sole objective of imparting quality education and nurture talent.

Below are some of the programme awarding bodies which are accredited by Ofqual, UK, SCQF, Scotland, UK and Qualification Wales and who recognise and accredit the courses offered by LSBR, UK. In addition to these awarding bodies, we also offer industry centric and approved qualifications to our learners.



88%

88% Overall Student Satisfaction

Student Discount Card

London School of Business and Research (LSBR), UK is proud to announce its association with **Totum**, UK's Number one Student Discount and Identity Card.

It's the UK's #1 student discount and proof of age ID card. TOTUM brings you the tastiest selection of some of the very best deals and discounts for you to enjoy. To get exclusive access, join TOTUM today and start saving right now.

TOTUM Student Discount Card: What does it mean to you?

It simply means that all London School of Business and Research (LSBR) students automatically become eligible for a TOTUM Student Discount Card. You simply have to request an Access Code from your Admission Incharge.

With your TOTUM Student Discount Card you get deep discounts and exclusive student offers

Live your Best Life with TOTUM Student Discount Card

Live your best life for less with TOTUM. Join now to get amazing deals on delicious cuisines, fresh garms and sick creps, all the movies you could ever watch as well as access to TOTUM's exclusive events. With great discounts on some of the biggest brands out there including ASOS, boohoo, Apple, Amazon, Domino's, Fila and loads more.

TOTUM Student Discount Card is available with bonus PASS ID, the UK's national proof of age ID providers

Are you that person who's always losing their driving licence on a night out? With TOTUM + ID that ain't gonna happen. TOTUM is now available with the bonus of PASS ID, the UK's national proof of age ID providers. Whether you're buying a discounted tickets for the train, catching a movie, or using it to buy a round, your TOTUM + ID card can help hook you up! Don't forget students – work hard, party harder and you'll go far in life. See you at graduation!





London School
Of Business
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New Delhi - 110025
India

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Instagram: [LSBR_UK](https://www.instagram.com/LSBR_UK)
Pinterest: [LSBRUK](https://www.pinterest.com/LSBRUK)