

# Erasmus+ Incoming Mobility Sessions

- (International) Marketing
- Customer Value
- Communication & Positioning

**8-11 April 2025**

**Dr. Mary Ann Barbour El Rassi**  
Associate Professor at Saint Joseph University,  
Faculty of Business and Management

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Hosted by the OUC Programmes of Study:

- Master of Business Administration – The Open MBA
- BSc in Business Administration

## Instructor and short bio

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**Dr. Mary Ann Barbour El Rassi** is an Associate Professor at Saint Joseph University, Faculty of Business and Management (FGM-Huvelin), and the Coordinator of the Bachelor's Programme in "Business Administration". Her expertise lies in management and marketing in developing countries, with major research areas in Information Technology, e-Business, and e-Marketing.

She is a member of the Association for Information Systems (AIS) and a former secretary of the Lebanese Association for Information Systems (LAIS – an affiliated AIS chapter). She also served on the Faculty's Quality Assurance Committee, contributing to international accreditation efforts such as AACSB and AMBA. Before entering academia, she held senior management and marketing positions in Lebanon, Paris, and the U.S. with international companies specializing in high-end product design and manufacturing. She continues to work as a marketing consultant for local companies and NGOs.

## Contents of the Teaching Programme

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### Series Title: How to Market Your Product?

- **Part I: Building a Marketing Plan | 08/04/2025, 18:00 pm**

This seminar has been designed to detail how to build and implement a marketing plan in line with the current market and business realities. Chief marketers at outstanding companies share a common goal: placing the consumer at the heart of marketing. Today's marketing is all about how we can create customer value and build a long-term profitable customer relationship. Therefore, our goal in this seminar is to become familiar with the decision-making methods when marketing a product.

- **Part II: Understanding & Capturing Customer Value | 09/04/2025, 19:00 pm**

In today's competitive marketplace, businesses must go beyond simply attracting customers—they need to understand and capture customer value effectively. This seminar explores the key principles of customer value, including how to identify, measure, and enhance it to drive long-term success. Participants will gain insights into customer perception, value-based pricing, and loyalty strategies that maximize profitability. Through real-world examples and interactive discussions, attendees will learn how to align offerings with customer needs, ensuring sustained competitive advantage.

- **Part III: Positioning, Differentiation, and Communication | 10/04/2025, 19:00 pm**

Effective positioning is the cornerstone of a strong marketing strategy. This seminar delves into how businesses can differentiate themselves in their respective markets and communicate their unique value propositions clearly. Participants will explore key concepts of positioning, marketing communication, advertising, and branding techniques that create a lasting impact.

- **Part IV: How to Stand Out from the Crowd? | 11/04/2025, 16:00 pm**

Differentiation is the key to success. This seminar explores powerful positioning and marketing techniques that help brands carve out a unique space and capture customer attention. Participants will

learn how to develop a compelling value proposition. Through case studies and interactive discussions, attendees will gain practical insights into positioning, competitive analysis, and effective communication tactics that ensure their brand stands out in a crowded marketplace.

### Live streaming

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<https://eu.bbcollab.com/guest/1c2445a1982747208c7bf715d3378f3c>

### Language of instruction

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English.

### Other

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Attendance and completion certificates will be available to all participants of each seminar.

**Registration link:** <https://forms.office.com/e/Tw1x92jWKJ>