



الجامعة اللبنانية الدولية  
LEBANESE INTERNATIONAL UNIVERSITY

**LEBANESE INTERNATIONAL UNIVERSITY  
BUSINESS QUARTERLY NEWSLETTER**

**ISSUE NO. 4**

**[liu.edu.lb](http://liu.edu.lb)**





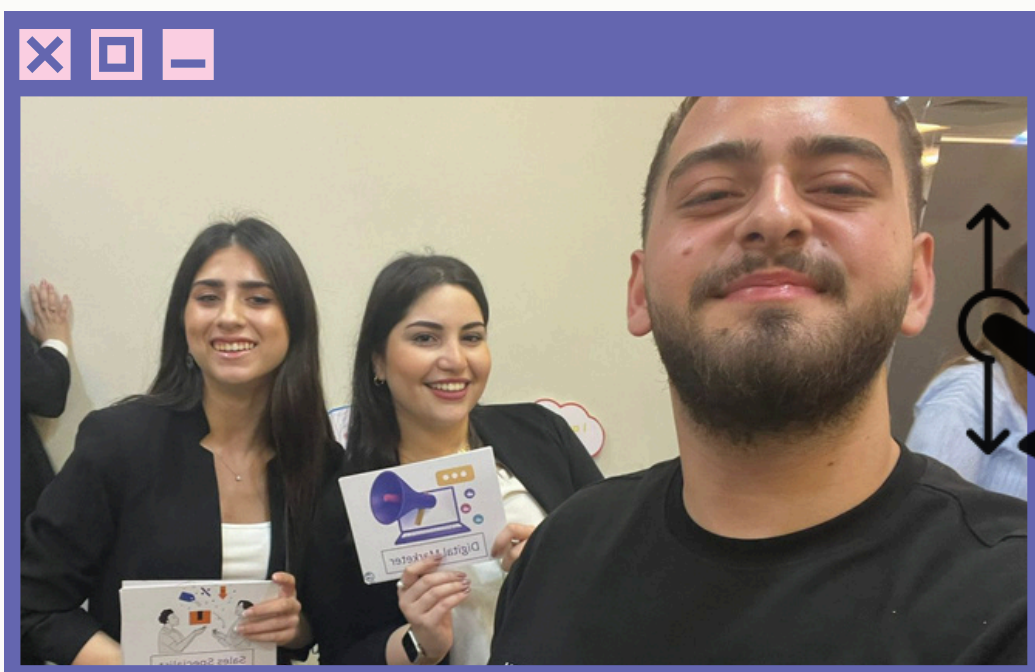
# Welcome to the Fourth Issue of Business Quarterly Newsletter

We are excited to share the continued success and dedication of our university, with a special focus on the School of Business—particularly the Marketing Department.

We know, newsletters can sometimes feel boring! We hear that a lot. But hold on, because this issue is different! Get ready for some exciting news, engaging articles, and standout events.

In this edition, we proudly highlight the incredible achievements of the Marketing Department and dive into the crucial role marketing plays in today's fast-paced world. From innovative strategies to the latest trends, we'll explore how marketing shapes businesses and drives success in every industry.

Scroll down for insights that will inspire and inform!





## **Table of Contents**

|                                                                                   |                  |
|-----------------------------------------------------------------------------------|------------------|
| <b>A Message from the Chairperson .....</b>                                       | <b><u>04</u></b> |
| <b>Why Choose Marketing as a Career? .....</b>                                    | <b><u>05</u></b> |
| <b>Finding My Passion: How I Fell in Love With Marketing .....</b>                | <b><u>06</u></b> |
| <b>Exploring Career Paths in Marketing: Where Creativity Meets Strategy .....</b> | <b><u>07</u></b> |
| <b>Marketing Department Events .....</b>                                          | <b><u>10</u></b> |
| <b>Trending Tips &amp; Tricks for Social Media and Brand Enhancement .....</b>    | <b><u>16</u></b> |
| <b>Why study an MBA .....</b>                                                     | <b><u>20</u></b> |
| <b>Stay Tuned For an Upcoming Digital Workshop .....</b>                          | <b><u>21</u></b> |



## A Message from the Chairperson



Dear Future Marketing Leaders,

Marketing is more than just a field of study—it's a world of creativity, strategy, and innovation that shapes the way businesses connect with people. As students of marketing, you have the power to influence industries, build strong brands, and create meaningful customer experiences.

In today's fast-evolving world, companies rely on creative and strategic minds to stay ahead. Whether it's digital marketing, branding, consumer behavior, or market research, your knowledge and skills will be the driving force behind business success. Marketing is not just about selling a product—it's about understanding people, anticipating their needs, and delivering value in ways that inspire and engage.

I encourage each of you to embrace this journey with passion, curiosity, and determination. Think beyond the textbooks—analyze trends, explore innovative ideas, and challenge yourself to create something new. Push boundaries, take risks, and always strive for excellence. The marketing industry rewards those who dare to think differently and bring fresh perspectives to the table.

Believe in yourself, work hard, and never stop learning. The world of marketing is waiting for your creativity, your insights, and your ambition. Your future is bright—make the most of every opportunity and leave your mark!

Wishing you success in your studies and beyond.

Nadine Abdel Rahman, PhD Candidate

Chairperson of the Marketing Department  
School of Business  
Lebanese International University

# Why Choose Marketing as a Career?

Marketing is not just a major—it's the art of influence, creativity, and strategy combined! If you're someone who loves understanding people, solving problems, and making an impact, marketing is the perfect path for you. Marketing is a blend of innovation and business strategy, making it exciting and dynamic. It also has a great global impact shaping brands, consumer behavior and people's perceptions.

Nowadays, there exists a high demand and growth for marketers and companies leverage marketing strategies to grow their business, compete strongly and upsurge their value in the market.

Marketing provides you with endless career opportunities; from digital marketing to brand management, social media to market research, marketing opens doors to diverse industries.

"Marketing isn't just about selling products—it's about creating experiences, shaping perceptions, and making a difference. "So, if you're passionate, creative, analytical, and ready to make an impact, marketing is the perfect choice for you.

Dr. Hala Koleilat

Student advisor and Marketing instructor  
School of Business  
Lebanese International University





# Finding My Passion: How I Fell in Love With Marketing



It took me four years to understand what I like. I switched from nutrition to physics, and then to economics, until I had to take the introduction to marketing course with Dr. Nadine Abdel Rahman. That's when I fell in love. And here I am—a marketing graduate. Throughout my 2.5 years of experience at LIU, I was blessed with amazing instructors, rich information, and hands-on projects and experiences.

If you do what you love, you become curious and hungry for more knowledge and information. Marketing, to me, is a mixture of art and science—it's the holy grail of a business. You get to calculate the CAC (Customer Acquisition Cost), and create visually appealing marketing campaigns that are visually appealing. Through marketing, I learned something that applies even in life: when you understand who you're talking to (the audience) and why you're talking to them (the objective), you can craft a personalized message for them.

Marketing is about crafting a story around something that is bland and soulless, adding life to it to make it interesting and, of course, sellable. Throughout my humble journey, I would advise you this: always be curious, ask questions, and be consistent. You don't climb the mountain with one large step—it's the small steps that add up to something big. Have fun, and of course, do what you love. As Albert Einstein once said, "Creativity is intelligence having fun."

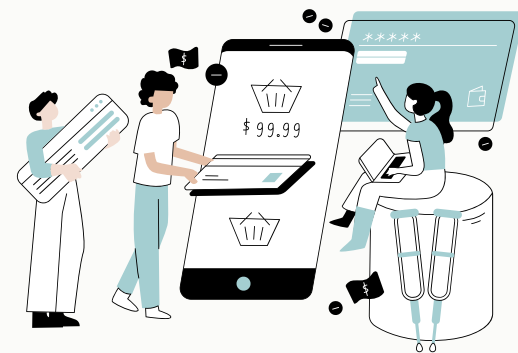
Zahraa Chaaban  
BMKT Graduate

# Exploring Career Paths in Marketing: Where Creativity Meets Strategy

Imagine this: You're sitting in a bustling café, sipping your favorite coffee, when you overhear two friends chatting at the next table.

"I love marketing, but I have no idea what I can actually do with it," one of them sighs.

The other friend leans in, excited. "Are you kidding? Marketing is everywhere! You could shape the next big brand, craft viral campaigns, or even dive into data analytics and predict what customers want before they do!"



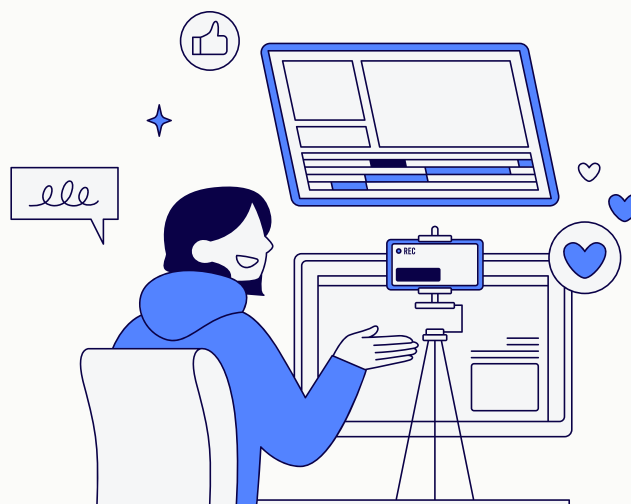
The truth is, marketing isn't just about selling—it's about storytelling, problem-solving, and connecting with people in ways that truly matter. Whether you're a creative thinker, a data-driven strategist, or someone who thrives on relationship-building, the world of marketing offers a vast range of career paths tailored to different skills and passions.

## 1. Brand Manager: The Architect of Identity

Brand managers are the masterminds behind how a company is perceived. They ensure that everything from the logo to the messaging aligns with the brand's identity. Think of them as the guardians of a company's reputation, crafting stories that make customers feel connected to a brand.

## 2. Digital Marketer: The Online Growth Hacker

In the digital age, businesses need experts who can navigate social media, SEO, and online ads. Digital marketers create strategies that help brands stand out in a crowded online space, ensuring that the right audience sees the right message at the right time.



### 3. Content Marketer: The Master Storyteller

Love writing, designing, or creating videos? Content marketers turn ideas into engaging blogs, videos, and social media posts that inform, entertain, and inspire. They know that good content isn't just about selling—it's about building relationships.

### 4. Market Research Analyst: The Data Detective

Numbers tell stories too! Market research analysts dive deep into data to understand consumer behavior, trends, and competitor strategies. Their insights help businesses make smarter, data-driven decisions.

### 5. Social Media Manager: The Voice of a Brand

Scrolling through Instagram, Twitter, and TikTok all day? Social media managers do exactly that—but with a purpose. They create viral campaigns, engage with audiences, and turn followers into loyal customers.

### 6. Public Relations (PR) Specialist: The Reputation Protector

PR specialists manage a brand's public image, handling press releases, media relations, and crisis management. They make sure that when a company makes headlines, it's for the right reasons.

### 7. Email Marketing Specialist: The Direct Communicator

Every time you receive a promotional email that makes you want to click, there's a skilled email marketer behind it. These professionals use personalized messages and data-driven strategies to turn subscribers into customers.

### **8. Sales and Marketing Coordinator: The Bridge Between Teams**

Sales and marketing often go hand in hand. Coordinators in this role ensure that marketing efforts align with sales goals, helping businesses turn prospects into paying customers.

### **9. Event Marketer: The Experience Creator**

From product launches to massive conferences, event marketers design experiences that bring brands to life. They handle everything from planning logistics to crafting compelling event promotions.

### **10. Growth Hacker: The Fast-Paced Innovator**

Growth hackers use unconventional, data-driven techniques to rapidly scale a business. Startups especially rely on growth hackers to find creative ways to acquire and retain customers on a tight budget.

### **Finding Your Place in Marketing**

With so many exciting career paths, the real question isn't "What can I do with a Marketing degree?"—it's "Which marketing path excites me the most?" Whether you thrive on creativity, strategy, analytics, or relationship-building, there's a perfect marketing role for you.

So, if you're that person in the café wondering what's next, take a deep breath—your journey in marketing is just beginning!



## IdeaLab Injaz

As part of the extracurricular activities, the LIU Marketing department—Tripoli organized an entrepreneurship workshop / Innovation Camp with Injaz Lebanon on Monday, October 16, 2024, at 9:00 AM.

INJAZ Lebanon has launched IdeaLab, a two-month entrepreneurship program in partnership with Berytech allowing startups ideas in the fields of cleantech or agrifoodtech to learn how to identify their problem, validate their solution in the market, and scale their startup with seed-funding support of up to \$1,500! The Innovation Camp is a one-day (4-5 hours) workshop where students collaborate in teams to brainstorm innovative solutions and project ideas addressing challenges in the Agrifoodtech and Cleantech sectors through various exercises by using critical thinking and problem-solving skills.

During the ICamp, the participants learned more about the entrepreneurship mindset and traits in the Agrifoodtech and Cleantech sectors, innovation, team-building activities, and mentor-guided group work. It was an opportunity to engage youth in exciting activities with experts who will guide them by sharing their experiences and introducing the entrepreneurship concept in a fun way. A guest speaker with expertise in these fields joined us to share his/her inspiring story and insights.



The highlight of the ICamp was the pitching session, where each team will have 90 minutes to come up with an innovative solution to the business challenge and present their ideas in front of a judging panel that will select the most promising solutions. The three most innovative teams, with the highest scores, were encouraged to apply and develop their ideas further through the IdeaLab program.

**Purpose & Objectives:**

- Recruit potential participants for the IdeaLab program.
- Learn about entrepreneurship and create awareness about the Agrifoodtech and Cleantech sectors.
- Motivate students to participate and learn about creative thinking.



Dr. Pascale Zaczac

School of Business  
Lebanese International University

# Teacher's Day

On Monday, March 11, 2024, the marketing students coordinated by Dr. Pascale Zaczac, celebrated teachers' day by distributing decorated candles to all SOB instructors, in order to express their gratitude for their teachers' continuous support.



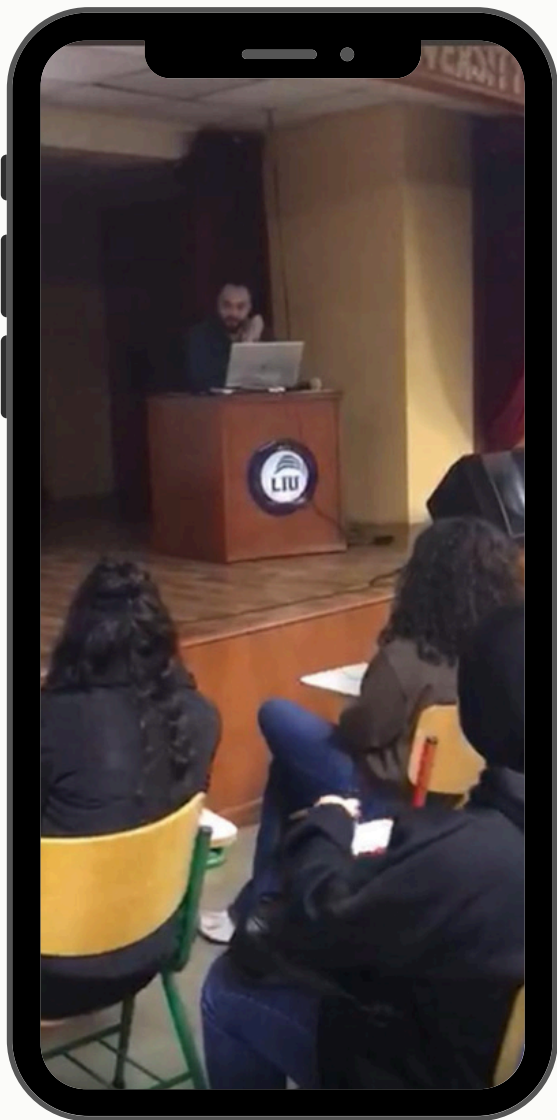
# Teacher's Day

As every year, the Marketing Team at the Tripoli campus organized a warm and heartfelt celebration, where marketing students expressed their appreciation for their teachers and directors through thoughtful gestures.

However, this year's event held an extra special significance. In addition to honoring their educators, the marketing team took the initiative to support a small business run by one of their fellow students. This entrepreneurial student recently launched a venture selling cacti and plants, and the team saw the perfect opportunity to integrate his business into the celebration.



# The Key to Digital Marketing

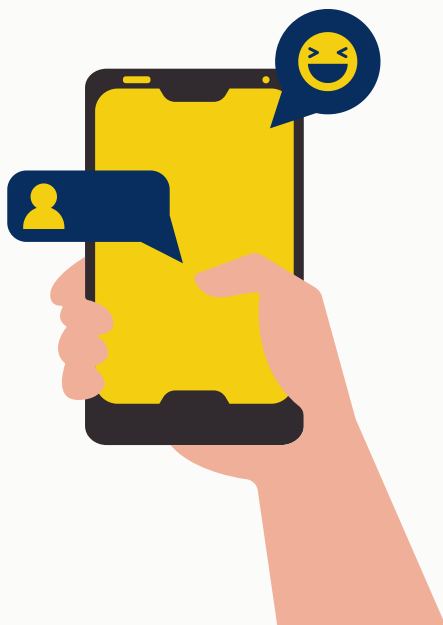


"The Marketing department in the school of business at Saida campus organized a training workshop titled “The Key to Digital Marketing” with the marketing students and other business majors registered in the digital marketing course in Fall 2023 2024.

This workshop addressed practical digital marketing strategies and techniques through real client experiences and was organized by Dr. Bassam Tarhini: The assistant dean of the school of business at Saida campus and conducted by the founder of Senrize worldwide, Mr. Hussein Al Rez.

The workshop covered the following topics:

- Online media buying and what platforms gives us better results - why we should or shouldn't use a platform and when we should use it.
- Important types of digital marketing (How to deal with influencer marketing effectively, common challenges, and how to overcome them.
- The types of posts that create better engagements and better online results.
- Participating in designing a real digital marketing strategy for a real client for Senrize company (Students were able to select the best keywords for the client, practice on a business Facebook platform the selection of the target audience demographic characteristics, in addition to other geographic and behavioral variables, and finally they were able to explore the best platform choice for the type of client).
- The importance of online branding and design (showing the difference between businesses with strong branding versus those without.).
- Promotion tricks (Paid ads tricks).
- The different types of paid ads and when best to use them.



Dr. Bassam Tarhini

Assistant Dean - Saida Campus  
School of Business  
Lebanese International University

# Empowering the Digital Future: A Recap of Our Digital Marketing Workshop



Lately, we had the pleasure of hosting an immersive Digital Marketing Workshop at the Lebanese International University. The session was designed to equip students with real-world skills and strategies needed to navigate today's ever-evolving digital landscape. In this article, I'll share an overview of what we did during the workshop, highlight key learnings, and then dive into some of the latest tips and tricks to enhance social media accounts and boost brand online presence.

## A Day of Discovery and Hands-On Learning:

During the workshop, we set out to demystify the digital marketing process and explore the tools that make an online campaign successful. The session was structured to balance theory with practical application. Throughout this session we covered the following topics:

- **Understanding the Digital Ecosystem:** We began by mapping out the digital landscape—covering everything from search engines and social media to content marketing and analytics. Students learned how these channels interconnect to create an effective marketing strategy.
- **Content Strategy and Creation:** A significant portion of the day was dedicated to content planning. We explored how to craft compelling stories and messages that resonate with target audiences, emphasizing the importance of authenticity and consistency in digital communications.

- **Social Media Strategy and Engagement:** In this segment, we dove into the best practices for building and managing a successful social media presence. Notably, we fully covered Facebook Ads through Meta Ads Manager, walking students through each step—from setting up campaigns to targeting, budgeting, and analyzing results. Real-life case studies illustrated how thoughtful social media strategies can dramatically boost brand visibility.
- **Analytics and Measurement:** A hands-on session introduced students to the basics of digital analytics. Using practical examples, we demonstrated how to track key performance metrics and adjust strategies in real-time to optimize campaign performance.
- **Interactive Group Exercises:** Through collaborative projects, students got the chance to create their own mini-digital campaigns. This exercise not only reinforced the day's learnings but also encouraged creative problem-solving and teamwork.

### **Key Takeaways for Students**

- **Practical Tools and Techniques:** From content calendars to analytics dashboards and a complete walkthrough of Meta Ads Manager for Facebook advertising, students now have a toolkit they can immediately apply in their projects.
- **Strategic Thinking:** They learned how to align marketing goals with digital strategies, ensuring every campaign drives measurable results.
- **Adaptability:** In the fast-paced world of digital marketing, staying agile and ready to pivot based on performance data is essential—a mindset the workshop aimed to instill.





# Trending Tips & Tricks for Social Media and Brand Enhancement

As the digital space continues to evolve, staying ahead of trends is vital for any brand. In this part of the article, we are going to state some of the latest strategies to help enhance your social media presence and build a strong online brand:

- **Embrace Video Content:** Video remains the most engaging form of content. Short-form videos, live streams, and behind-the-scenes clips can significantly boost engagement. Platforms like TikTok, Instagram Reels, and YouTube Shorts are key channels to explore.
- **Leverage User-Generated Content (UGC):** Encourage your audience to share their own experiences with your brand. UGC not only builds trust but also provides authentic content that resonates with potential customers.
- **Optimize for Mobile:** With the majority of users accessing social media via mobile devices, ensure that your content is mobile-friendly. This includes fast-loading websites, clear visuals, and succinct messaging.
- **Data-Driven Decisions:** Utilize analytics tools to track what works. Monitor engagement rates, click-throughs, and conversion metrics to refine your content strategy. Tools like Google Analytics, Hootsuite Insights, or native platform analytics are invaluable.
- **Influencer Collaborations:** Partnering with influencers can extend your reach. Look for micro-influencers in your niche who have highly engaged audiences. Their endorsements can lend authenticity and broaden your brand's appeal.
- **Storytelling and Authenticity:** Audiences are drawn to brands that tell a compelling story. Focus on authenticity in your messaging—share your brand's journey, values, and behind-the-scenes content to build a deeper connection with your audience.
- **Engage Actively:** Social media is a two-way street. Engage with your followers through comments, polls, Q&A sessions, and direct messages. This interaction not only humanizes your brand but also fosters community.
- **Stay Abreast of Platform Updates:** Social media platforms frequently update their algorithms and features. Regularly review these changes and adapt your strategy to maintain optimal visibility and engagement.

In conclusion, the Digital Marketing Workshop at the Lebanese International University was a dynamic exploration of modern marketing strategies, empowering students with both foundational knowledge and practical skills—from creating compelling content to mastering the ins and outs of Facebook advertising via Meta Ads Manager. As digital trends continue to shift, the insights shared here—ranging from the power of video content to the importance of data-driven decision-making—are essential for anyone looking to enhance their brand’s online presence. Whether you’re a budding marketer or an established brand, staying agile and informed is the key to success in today’s digital world.

Mr. Mohamad Kshour

School of Business  
Lebanese International University





## Why Study an MBA

Are you ready to take your career to the next level? An MBA is more than just a degree—it's a game-changer! Whether you're looking to climb the corporate ladder, start your own business, or expand your skill set, an MBA will give you the tools to succeed. Here's why pursuing an MBA at Lebanese International University (LIU) is a smart move:

### 1. Accelerate Your Career Growth:

An MBA opens doors to leadership roles, higher salaries, and exciting opportunities. Companies are always looking for professionals with strong business acumen, strategic thinking, and decision-making skills. With an MBA, you'll stand out in a competitive job market!

### 2. Gain a 360° Business Perspective:

Marketing, finance, management, entrepreneurship—an MBA covers it all! You'll develop a well-rounded understanding of business operations, making you a valuable asset in any industry.

### 3. Become a Problem-Solving Expert:

In today's fast-changing business world, adaptability is key. An MBA trains you to analyze complex problems, think critically, and develop innovative solutions that drive success.

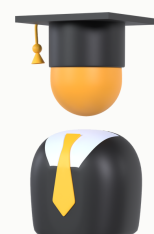
### 4. Build a Powerful Network:

Your classmates, professors, and alumni become lifelong connections that can open new doors and help you grow professionally. At LIU, you'll be part of a dynamic and diverse business community.

### 5. Fast-Track Your Success at LIU:

At LIU, our MBA program consists of 39 credits spread over four semesters—designed to give you an efficient and enriching learning experience. And here's the best part: LIU business students will not have to take remedial courses! This means you can focus on what really matters—shaping your future and mastering the skills that will set you apart.

Are you ready to invest in yourself? Your journey to success starts now! Enroll today and take the first step toward your future!



# Stay Tuned For an Upcoming Digital Workshop

Calling all future marketers!

Stay tuned for an upcoming digital marketing workshop, where you'll gain hands-on experience in crafting effective campaigns. More details coming soon!

