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September 8<sup>th</sup>,  
2012

# Marketing Strategy: The Big Picture

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September 8<sup>th</sup>, 2012

## Seminar Overview

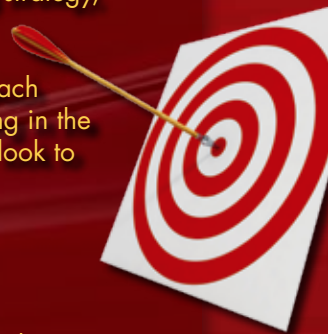
Most marketers believe that marketing strategy is indeed the key to organisational success. But equally, most marketers also lack a systematic and prescriptive framework for developing a marketing strategy, or, in many cases, rely solely on unsophisticated or descriptive frameworks like SWOT. The purpose of this seminar, therefore, is to introduce *The Big Picture* framework for developing a marketing strategy. Created at the University of Michigan, the proprietary *Big Picture* framework provides a holistic approach to marketing strategy, with specific and well-defined decision points which lead to an integrated marketing plan.

## Who Ought to Attend

The seminar is designed for experienced and novice marketers alike, from all business areas including government and not-for-profit, who would benefit from a more systematic and prescriptive framework for developing a marketing strategy.

## Seminar Structure

The Seminar begins by exploring the notion of marketing strategy, highlighting the importance of consumer value. It then presents *The Big Picture* framework, and continues by progressing stepwise through the framework, exploring each step in more detail, and presenting specific tools for aiding in the development of a marketing strategy. It concludes with a look to future personal and professional development.



## Seminar Materials

All materials, including handouts, readings, PowerPoint slides, and a copy of the book *Marketing Management: The Big Picture*, will be provided.



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## Seminar Structure

The seminar will combine lectures, discussions, cases, exercises, and other activities. It will be very experiential in nature, with real-life examples in which you will practise first-hand your newly-learned framework and tools. You will also be encouraged to contribute to the seminar with your own anecdotes, experiences, comments, questions, etc., and to share your own company-based challenges.

## Seminar Instructor

**John Branch**, Ph.D., Lecturer of Marketing, Stephen M. Ross School of Business Faculty Associate, Center for Russian, East European & Eurasian Studies University of Michigan.



Professor John Branch currently teaches a variety of marketing and international business courses at the undergraduate, M.B.A., and executive levels at the

Stephen M. Ross School of Business at the University of Michigan (U.S.A.). Until recently, he also served as Director of Educational Outreach at the University's William Davidson Institute, which focuses on business in emerging economies; he was responsible for the development and dissemination of pedagogical materials. He is also affiliated with the University's Center for Russian, East European, & Eurasian Studies.

Prior to joining Ross, Professor Branch was on the faculty of the John M. Olin School of Business at Washington University in Saint Louis (U.S.A.) for five years. He began his academic career in 1993, however, as an Assistant Profes-

sor of Marketing at École Supérieure de Commerce de Rennes in France. Since then, he has also served as an adjunct or visiting professor at more than 40 business schools throughout world, including the Rotterdam School of Management (Netherlands), the Zagreb School of Economics and Management (Croatia), ESAN (Peru), and the Sasin Graduate Institute of Administration (Thailand). He was also a visiting scholar at Queen Elizabeth House of the University of Oxford (England) and at the J. L. Kellogg Graduate School of Management of Northwestern University (U.S.A.).

Professor Branch has been involved in a variety of European Union and other government-funded development projects, most notably in the republics of the former U.S.S.R., including Kyrgyzstan, Ukraine, and Uzbekistan, and in those of Eastern and Central Europe. He has also conducted management training and consulting in numerous international companies, including British American Tobacco, Anheuser-



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Busch, British Telecom, Cargill, Mercedes Benz, Oracle, Coca-Cola, Michelin, Ericsson, and Nestlé.

Professor Branch is originally from Canada. He holds a Bachelor of Engineering Science in electronics from the University of Western Ontario (Canada), a Master

of Business Administration from the University of New Brunswick (Canada), a Master of Arts in education from Washington University in Saint Louis (U.S.A.), and a Doctor of Philosophy in marketing from the University of Cambridge (England).

## Seminar Schedule

Time	Session Title and Topics
08:30 to 10:30	• Introduction to Marketing Strategy, and <i>The Big Picture</i>
10:30 to 11:00	Break
11:00 to 12:30	• Marketing Objective and Source of Volume
12:30 to 13:30	Lunch
13:30 to 15:30	• The Strategic Quadrants and the 4 Bs
15:30 to 16:00	Break
16:00 to 17:30	• STP and the 4 Ps

## Registration Information

The program fee is 300 € + VAT (18%). The fee includes tuition, instructional materials, literature, certificate and reception. Applications must be received by September 4, 2012.

**GROUP BOOKING DISCOUNTS: AVAILABLE FOR DELEGATES FROM THE SAME INSTITUTION ON THE SAME PROGRAM.**

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