

MATE  
PUBLISHING HOUSE  
BELGRADE



ZAGREB SCHOOL OF  
ECONOMICS AND  
MANAGEMENT

March 27<sup>th</sup>, 2008

# Strategic Marketing

[www.mate-bg.com](http://www.mate-bg.com)



# Strategic Marketing

March 27<sup>th</sup>, 2008 (9 a.m. - 5 p.m.)

## Seminar Overview

Marketing in today's complex, changing, and competitive world is more challenging than ever. To be successful, therefore, requires a more robust vision of marketing, with an expanded and indispensable role in the organization. And it demands discipline— a structured and systematic approach to marketing.

This **Strategic Marketing** seminar is designed for the advanced marketer who is indeed challenged by this complex, changing, and competitive world. It begins by situating marketing within the broader context of competition. It offers a new definition of marketing which elevates marketing from the tactical to the strategic level, and re-casts it as the organization's profit centre. And it introduces a proprietary 8 Ds framework of strategic marketing.

## Benefits to Participants

Upon completion of the program, you will:

- recognize and appreciate the importance, scope, and nature of marketing in competitive markets; and
- have a new framework for strategic marketing management.

In turn, you ought to be able to:

- create a new strategic vision for marketing in your organisation;
- develop tactical policies, procedures, and programmes for implementing this strategic vision; and
- oversee the ongoing management of these tactical policies, procedures, and programmes.





# Strategic Marketing

March 27<sup>th</sup>, 2008 (9 a.m. - 5 p.m.)

## Who Ought to Attend

The Marketing Professionals Program is aimed at mid- to high-level executives who have operational and/or strategic marketing responsibilities in their companies: chief marketing officers, vice presidents of marketing, general managers, product managers, brand and category managers, marketing communications managers, and public relations managers. It is also very appropriate for seasoned marketers in allied marketing 'services' companies, including advertising agencies, marketing research providers, public relations firms, and marketing consultancies.

## Seminar Format

The seminar will combine lectures, discussions, mini-cases, exercises, and other experiential activities. Materials, including some readings, cases, and articles will be distributed prior to the program.

## Seminar Leader

**John Branch** is Lecturer of Marketing and Strategy at the Ross School of Business, and Director of Educational Outreach at the William Davidson Institute, both at the University of Michigan (U.S.A.). He began his academic career in 1993 as an Assistant Professor of Marketing at École Supérieure de Commerce de Rennes in France, but 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 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 and at the J. L. Kellogg Graduate



# Strategic Marketing

March 27<sup>th</sup>, 2008 (9 a.m. - 5 p.m.)

School of Management of Northwestern University. Dr. 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., and has participated in management training programs in numerous international organizations, including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Coca-Cola, Michelin, Oracle, and Nestlé. Dr. Branch holds a Ph.D. in marketing from the University of Cambridge in England.

## Location

### Hotel Palace Belgrade

Belgrade Panorama, VI floor  
Topličin venac 23



## Registration Information

The program fee is 300 € + VAT (18%). The fee includes tuition, instructional materials, book *Principles of Marketing* by Philip Kotler, Gary Armstrong, John Saunders, Veronica Wong (translated in Serbian), lunches and reception. Applications must be received by March 24<sup>th</sup>, 2008.

**Program is in English language.**

## Contact Information

**Nikola M. Stajić**, Vice Director  
Publishing House Mate Belgrade  
Tel./Fax ++381 11 311-94-23  
GSM: ++381 64 153-85-26  
E-mail: [nstajic@mate-bg.com](mailto:nstajic@mate-bg.com)  
[www.mate-bg.com](http://www.mate-bg.com)

MEDIJSKI SPONZOR



MARKETING SRBIJA