



Best Practice in Marketing Management Seminar “Task-Oriented Marketing-Management: Beyond the Marketing-Mix”

This two-day seminar has been developed for employees interested in marketing & sales topics. In a very condensed and structured way, you will get to know the content of our excellence-program “Best Practice in Marketing” and thus the foundation of the St. Gallen approach of task-oriented marketing-management. Topics will include:

- **Market potential and competencies** as focus points in marketing & sales management
- **Customer acquisition:** how to gain non-users and competitor’s customers
- **Customer retention:** how to retain and penetrate customer potential
- **Product innovation:** how to develop and launch new products & services successfully
- **Product maintenance:** how to maintain the potential of existing products & services
- Definition of profitable and growth-oriented **marketing strategies**
- **Measuring marketing & sales performance:** how to ensure effectiveness and efficiency in marketing & sales

The topics will be taught by Prof. Dr. Sven Reinecke, Director of the Institute of Marketing at the University of St. Gallen (HSG). Each session will be followed by a guest-lecture by a manager of a best-practice example. The topic of marketing & sales performance management will be deepened with a short workshop.

Your Benefits as a Participant of this Management Seminar:

- Enjoy a two day seminar in an attractive location in Switzerland with an experienced moderator and guest speakers.
- Get to know inspiring best practices from other industries
- Exchange experiences with top managers from a variety of industries.

Participation and Additional Information

- Date and Venue: 26th – 27th of June, 2017, [Weiterbildungszentrum Holzweid](#),
- Hotel: [HSG Alumni Haus](#)
- For additional information to this seminar, please do not hesitate to contact Sophie Schüller (sophie.schueller@unisg.ch; +41(0)71 224 71 65).
- If you are interested in participating in this management seminar, please visit the [sign-up portal](#)



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