



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. Peter Fischer, Assistant Professor at 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

- Enjoy a two day workshop in an attractive location in Switzerland (excl. board and lodging) with experienced moderators 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

- Target group: junior marketing managers, managers new to the field of marketing
- Date: July 3rd/4th 2018 ([Hotel Einstein](#), St.Gallen)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner (katja.soellner@unisg.ch; +41(0)71 224 28 73).
- If you are interested in participating in this seminar, please contact the coordinator within your company.



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