



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: 14-15 May 2019 (Hotel Säntispark, 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.

