



Alumni Reconnect

Development of Multi Essence portfolio-strategic marketing approach

29 November 2023

18:00-18:50

Auditorium

Ms. Aleksandra Velevska
former MBA student



In the context of the Strategic Marketing module.

Compulsory the MA in Marketing, Advertising & PR, MA in Digital Marketing & Social Media
and students taking Integrated Marketing Communications (final year undergrad).

Open to students taking Managing Corporate ID, and the MSc in Neuromarketing and students taking Digital and social media marketing HUM department.

Module leader: Dr. Ana Cruz.

Why attend?

- Gain real-world insights: Understand the complexities of strategic marketing when making brand management decisions.
- Learn about current practices through a real case study.
- Bridge the gap between theory and practice, to enhance your strategic thinking skills.
- Understand how neuromarketing techniques can be applied to improve your strategic marketing efforts from packaging design to improving your communications.
- Enhance your network of contacts.

