



The University
Of Sheffield.



CITY College
An International
Faculty Of
The University.

Business Administration &
Economics Department.

From Guerilla to Gorilla

Marketing rules we need to forget and some we need
to remember

Monday, 3 November 2014

18:00 – 20:00

Auditorium “Rodoula Kehaghias”, Leontos Sofou building



Dr. Nick Dimitriadis

Managing director of DNA communications agency

Marketing is going through tough times both due to the ongoing crisis and due to significant changes in the way it is being conducted. Although marketers often talk about new opportunities and exciting developments, it is actually a critical moment for the profession: is marketing going to continue wasting money without a clear understanding of customers or is it going to improve through a fundamental change in mentality and practice?

In this seminar Dr. Dimitriadis argues that we need to urgently abandon “common sense” marketing and embrace a marketing approach that combines effectively new and old rules in order to finally make marketing work.

All BAED students are welcome to attend

Subject
knowledge

K

accomplished
communicator

AC