



# Strategic Marketing Management

## from strategy to relationship

How do you communicate the value of your company to your customers? how do you reinforce your brand? How do you create long-term relationships with your market?

Strategic Marketing Management will challenge you in strategic marketing and enhance your abilities to put forward your company's message on the market.

For anyone working with strategic marketing issues and wanting to develop your role and expertise while at the same time being inspired to think in new ways. You currently work with marketing, brands and/or communication. You are probably a head of marketing, sales, information, products or similar.

### Structure

This course is made up of five sessions, the first one is residential (one night) and the following are full days. There is 3-5 weeks between each session giving you time to reflect and to prepare for the next one. The course are based on active participation and there will be plenty of time for group discussions.

We are using lectures from the School of Economics and Management at Lund University and guest lecturers from the business community and other international Universities for all educational courses conducted by EFL. They all have profound experience within their area of expertise.

Ulrika Frolov  
Marketing Manager  
Egmont Tidskrifter



” I'm very satisfied with the course and the broad content. Excellent lecturers, new insights and great tools for me to work with. The topics discussed during the course reflects my daily work and Strategic Marketing Management has given me many new views and ideas about my company and how to conduct business.

We had a lot of group-discussions and I found the interaction with the other participants very helpful - a great way of benchmarking.



