

BAED

Business Administration
and Economics
Department



WORKSHOP

From Timeless Fundamentals to AI: For the Marketing Leaders of Tomorrow

Wednesday, 11 December 2024

7:00–9:00pm

MPR Room

Jacob Zangel

Growth Consultant



- Practical advice to accelerate your marketing career and avoid common pitfalls.
- Gain actionable insights through an engaging, interactive session with real-world examples.
- Learn how to balance the art and science of building reputation and monetizing growth.
- Explore the transformative impact of AI on modern marketing—and how to stay ahead of the curve



In the context of **Strategic Marketing** lead by **Dr. Ana Cruz**.
Compulsory for MA Marketing, Advertising and PR,
MA Digital and Social Media Marketing
and Integrated Marketing communications final year Marketing track.