

HOW WELL DO YOU KNOW YOUR MARKET?

PROFESSIONAL CPD WORKSHOP

The challenges of remaining focused on your core business while competing with others (5 CPD hours)

Resource constraints, pressure from competition, changing customer demands and behaviours, engagement of multiple actors in changing perceptions about value propositions make companies increasingly aware of the significance of maintaining or enhancing their competitive advantage. However, because of managing their day-to-day business activities, maintaining focus on the core business and market is becoming a recurrent challenge for business practitioners. This interactive workshop seeks to offer business practitioners a set of useful analytical tools to understand their markets better and accordingly improve their decision-making practices

LEAD SPEAKER

Dr. Aliakbar Jafari

Associate Professor of Marketing and Director of Doctoral Programme
Department of Marketing
University of Strathclyde Business School, Glasgow, Scotland

PROGRAMME

- 15:45-16:00 **Registration**
- 16:00-18:00 **Understanding how markets emerge and change over time**
- 18:00-18:15 **Break**
- 18:15-20:45 **Implications of market transformation for business practice**
- 20:45-21:00 **Concluding remarks**

COURSE STYLE & STRUCTURE

The Course will be delivered in an interactive style and at an intermediate-to-advanced level. The Course will consist of five hours covering different elements such as follows:

- Understand how markets emerge and change over time;
- Identify the constitutive elements of the market;
- Explore what market (trans)formations mean to business decision making;
- Examine how marketing planning can help make better business decisions

Participants will engage in group activities such as brainstorming and mind-mapping. They will present their analyses of topics to their peers in the class and get collective contribute to developing a series of hands-on analytical techniques.

Certificates of participation will be issued indicating the number of CPD hours (5)

This Course is designed for the continuous professional development (CPD) of professionals, including young professionals, directors of business development, marketing and sales, branding, advertising, R&D, innovation management, and supply chain management in MNEs, large firms or SMEs, in Cyprus and internationally.



Dr. Aliakbar Jafari is Associate Professor of Marketing and Director of Doctoral Programme in the Department of Marketing of the University of Strathclyde Business School in Glasgow. Before joining academia, he was an international marketing practitioner in the automotive industry. He sits on the editorial board of several journals and has received numerous awards for research and teaching excellence. He studies markets as social contexts in which (in)formal institutions interact and diverse sets of market practices are (re)shaped. Dr Jafari teaches mainly Strategic Marketing Management at postgraduate MSc and Executive MBA levels in the UK, Switzerland, and Spain.

TUESDAY

19 November 2019

16:00 @UCLan Cyprus, CY017

€50 fee for external participants.
MBAs and Alumni are free of charge.