



Alumni Reconnect

**Strategic Marketing in B2B;
The case of Eurimac S.A.**

6th December 2023

7:00–7:50pm

MPR room, 5th floor

Mr Alex Kipouros

MA in Marketing, Advertising and PR alumnus, CITY College



Compulsory for the MA in Marketing, Advertising & PR and MA in Digital Marketing & SM students.
In the context of the Strategic Marketing module.

Module leader: Dr. Ana Cruz

Why attend?

- **Gain real-world insights:** Understand the complexities of B2B marketing from an experienced industry professional.
- **Learn about current practices** through a real case study.
- **Bridge the gap between theory and practice,** to enhance your strategic thinking skills.
- **Acquire knowledge** that will give you a competitive advantage in the job market and prepares you to work for B2B markets.
- **Enhance your network of contacts.**

