BAED
Business Administration and Economics Department

University of York Europe Campus
CITY College

GUEST LECTURE

Digital and Strategic Marketing for B2Bs
The case of Versiv Composites



Wednesday, 4 December 2024

18:00 - 18:50 | Room: MPR, L. Sofou Bldg.

Speakers



Marta Miciula-Osak
Director of Marketing and Innovation
Versiv Composites Limited

Description

What are the challenges of marketing in B2B?
How to effectively develop digital marketing in B2B?
-What is the process?
-What works and what does not?
What are the challenges of rebranding in B2B contexts?

In the context of the **Strategic Marketing** module
Module leader: **Dr. Ana Cruz**
Compulsory for MA Marketing, Advertising and PR,
MA Digital and Social Media Marketing and open to EXECMBA.