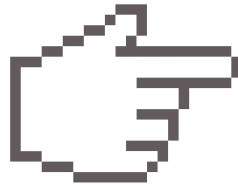
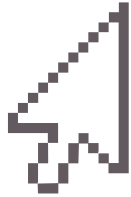
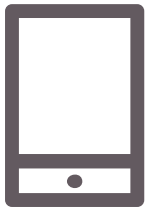


Valencia Managerial Marketing Seminar

We are pleased to announce the 2nd Valencia Managerial Marketing Seminar of the University of Valencia on:



Digital Customers: Bricks and Clicks

Under the umbrella of the **I**nternational **M**aster in **B**usiness **A**dministration-marketing specialization (**IMBA**) and the support of the Marketing Department this one-day Valencia **M**anagerial **M**arketing **S**eminar (**MaMaS**) is issued every year. In each edition academic researchers and managers from innovative companies are invited to present their expertise.

Focus in the relevance of the managerial marketing, the seminar is addressed to postgraduate marketing students, undergraduates in their last year, managers and academics.

Program

8:55 *Welcome and opening.* Enrique Bigne, Director of IMBA.

9:00-9:55 *Competitive and marketing intelligence for SMEs.* Javier Sánchez, Professor of Marketing, Universitat Jaume I.

10:00-10:55 *Shopping online buying offline.* Marta Gracia, Google.

11:00-11:25 *Networking & Coffee Break.*

11:30-13:15 *Digital marketing analytics for engaging customers.* Anabel Gutiérrez, PhD, Deputy Head of Department and Principal Lecturer in Business Analytics, Regent's University London.

13:15-14:10 *The Impact of Public Reviews in Consumers' behavior.* Gaston Richter, Business Development InnWise.

Date

The Seminar will be held on the **February 18th.** at the Faculty of Economics, University of Valencia.

Room

Faculty of Economics
Department of Economic Analysis
3P17 room

Registration

This is a free seminar but only a limited number of seats are available. Please submit your registration to: **imba@uv.es**

Sponsored by:



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