

Get a Double Degree from CBS and Università Bocconi

CBS and Università Bocconi, Milan, Italy, have signed a Double Degree agreement exclusively for SMC. If you choose SMC, you will have the possibility of studying at Bocconi for one year. You will obtain a double degree as MSc in Marketing Management from Bocconi and MSc in Economics and Business Administration from CBS.



**Università Commerciale
Luigi Bocconi**

“The possibility of studying for an entire year at the University Bocconi in Milan and obtaining a Double Degree has been an important argument for me to choose SMC. Studying in Italy will not only improve my expertise in Marketing and Management, but also to broaden my horizon and to boost my chances of finding an appropriate job, preferably in the product management of the clothing industry.”

Malte, Germany

COPENHAGEN BUSINESS SCHOOL
SOLBJERG PLADS 3
2000 FREDERIKSBERG

www.cbs.dk



**Copenhagen
Business School**
HANDELSHØJSKOLEN

SMC

Strategic Market Creation

MSc IN ECONOMICS AND BUSINESS ADMINISTRATION

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www.cbs.dk/grad/smc



**Copenhagen
Business School**
HANDELSHØJSKOLEN



Business Relations & Communications 2011

A creative marketing approach to entrepreneurship and innovation management

If you are looking for a master's programme that will inspire and support you to get the needed insights and abilities in making you become a successful corporate entrepreneur and leader of projects dealing with product, service, brand or business model innovation – then SMC is the place for you!

The programme was launched in 2006 in response to a postulate in the marketing and strategic literature, namely that a radical change of managers' and scholars' mindsets is needed – about what the essential issues, capabilities, relationships and insights are – in the management of innovation and customer relationship processes. A number of constructs came to represent this change and impress the design of the SMC concentration, among others: market creation, co-creation, creative management, entrepreneurial marketing, strategic innovation, authenticity and experiences.

It is evident that co-creation and authenticity as sustainability are merging megatrends that will have the same impact on companies' ways to compete and create experiences of value for their customers, end-users and other stakeholders – as other previous and current megatrends – like total quality, lean production and digital technologies. On SMC we are involved with interpreting the managerial implication of trends like these – when concerned with creating new markets by innovating new products/services, brands, marketing processes and business models.

Thus, SMC invites and supports a critical, proactive and multidisciplinary perspective on marketing, strategy and innovation. This implies that:

- the programme brings together insights and tools from various disciplines as psychology, design, strategic management, organisation, marketing and innovation
- students are encouraged or more correctly pushed, to 'think outside the box', both in dealing with theoretical issues and in solving practical business problems

- an essential goal is to equip students with the needed insights, skills and tools to become a creative, a proactive and discerning project leader of market related change and development processes in tomorrow's companies.

SMC OFFERS YOU:

- courses with a cross-disciplinary methodology that educate students to challenge traditional theories and frameworks and inspire new ways of approaching marketing management, innovation and strategy
- a cross-cultural study environment in which students from all parts of the world share opinions and interactively create a memorable social experience
- the freedom to express creativity through project-based exams such as practically oriented semester projects, where students develop qualifications and skills enabling them to identify and create new or radically modified business opportunities.

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| 1st year | 1st semester | Marketing, Creativity and Innovation Corporate Branding, Networks and Communities Marketing Research in Innovation Processes | 15 ECTS 7.5 ECTS 7.5 ECTS |
| | 2nd semester | Strategic Leadership and Brand Management Consumer's Experiences and Design Managing Knowledge, Projects and Teams | 15 ECTS 7.5 ECTS 7.5 ECTS |
| 2nd year | 3rd semester | Electives | 30 ECTS |
| | 4th semester | Master's thesis | 30 ECTS |

EXPERIENCES AND IMAGES OF SMC

"The reason I chose SMC was an urge to combine classical sciences such as organisational knowledge, marketing and innovation. My experience was a bunch of students, capable of being creative in a structured manner, and with the ability to see how organisations actually struggle with their own ways of creating markets for products or procedures."

Adam, Denmark

"SMC has a unique approach to Marketing and challenges the status quo of marketing management. The programme made me better understand its strategic role in the organisation. I no longer take Marketing for granted, but literally think outside the box, not being afraid to try new and creative things."

Colleen, USA

"The unique combination of marketing, branding, innovation and strategy is an intriguing factor of SMC. Being able to successfully manage this hybrid is crucial in the future of marketing. Especially the insights into innovation development and creative processes are valuable assets in my current job in order to be able to constantly challenge, evaluate, and improve the market positions of our clients."

Christian, Denmark

"SMC represents a radically different way of looking at business and marketing, and it is a program I have not seen offered anywhere else. Much of my professional background has been with 'selling' a product to the consumer once it has been created. SMC, on the other hand, puts consumer knowledge at the center of the equation - which gives me a very different perspective."

Sarah, USA

