



**COPENHAGEN BUSINESS SCHOOL
CBS GRADUATE SCHOOL**
SOLBJERG PLADS 3
2000 FREDERIKSBERG

www.cbs.dk/gsb



“SMC integrates marketing, strategy and organisation – you get both the customer aspect and the organisational/internal aspect. With SMC you can also work on a strategic level – not like other marketing programmes which mainly provide the tools to do the research, but not so much the overall focus of strategic marketing management.”

Lise, Denmark

“As a student in the SMC line, I especially enjoy the diversity of topics and the interactive class room discussions, but most of all, I am impressed by the vast repertoire of knowledge and practical experience our guest lecturers bring to the program during the many company presentations.”

Anne, Germany

“I have been very happy with the courses so far. They have been really interesting and complement each other very well. My favourite course definitely was Market Creation Management, because it encouraged creativity. Each study group has come up with an idea for a real project – a good way to combine the knowledge gathered, also from other courses, with some ideas of our own.”

Thomas, Denmark

CONTACT:

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ACADEMIC COORDINATOR, SMC

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DEPT. OF MARKETING**
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CBS GRADUATE SCHOOL

SMC

Strategic Market Creation

MSC IN ECONOMICS AND BUSINESS ADMINISTRATION
(CAND.MERC.)



**Copenhagen
Business School**
HANDELSHØJSKOLEN



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A creative approach to marketing

If you are looking for an inspiring study environment offering a critical approach to contemporary literature based on the most recent developments in today's rapidly changing business environment, SMC is the place for you!

This newly established programme puts you in the right mind-set to challenge traditional ways of thinking about strategic marketing management and find thought-provoking and creative ideas on innovation.

In approaching innovation and marketing management through a novel combination of disciplines and methodologies, SMC provides a much broader perspective than is typically available. SMC brings together insights and tools from practices ranging from psychology to industrial design to strategic management, which are all linked by the underlying focus on innovation and the creation of new market opportunities.

From new markets to mature markets and across every industry, innovation plays a critical role in an organisation's success. As companies begin to reinvest in breakthrough innovation, students in SMC acquire the leadership skills to encourage an innovative mind-set and the tools necessary to meet the challenges of tomorrow's business world.

SMC offers you:

- close interaction with the business world through corporate presentations in the class room given by leaders of large Danish and international companies such as TDC, Codan, Saatchi & Saatchi and others
- professors and lecturers from various departments at CBS as well as from the business world with diverse backgrounds and experience
- 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

Get a Double Degree from CBS and Università Bocconi

CBS Graduate School and Università Bocconi, Milan, Italy, have signed a Double Degree agreement exclusively for SMC. This means that 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**

Career opportunities

As a graduate you can manage market creation projects at various organisational levels, meaning that you are not only able to identify, formulate, argue, evaluate and present a new or radically modified product, brand or market channel concept. You are also able to decide on ways to successfully design and realise such a concept.

The overall purpose of SMC is to make you a successful manager of innovation projects aiming to strengthen companies' market performance. Your job title could be corporate marketing manager, product or brand manager in a design or strategy consultancy firm or you can become an entrepreneur yourself and start your own business.

"Identification of new market opportunities is an entrepreneurial discovery process. It takes talent and experience to spot the valuable prospects, but it can be learned. Strategic Market Creation is a determined and structured programme for those who wish to prepare themselves for an exciting entrepreneurial career."

*Mikael Bonde Nielsen
Public Affairs & Communication Director, Coca-Cola Nordic Region*

"The SMC concentration develops the graduates' understanding of the complex interaction between companies' core competences and their corporate cultures on the one hand and to drive innovation from a marketing perspective on the other. This programme reveals new areas in relation to many companies' limited interpretation of innovation, value creation and market development from a technological perspective only."

*Frank Dybdal Lilleøre
Director of Leadership Development, Danske Bank A/S*

