



DMS

Društvo za marketing Slovenije
Slovenian Marketing Association

SMA mission

- SMA is responsible for positioning and **development of marketing** as a profession and science in Slovenia and wider.
- SMA is providing the **transfer of knowledge, best practices** and **innovative views** in all areas of marketing.
- SMA creates integrated, marketing-oriented community of active individuals who are engaged in **development** and **good will** of the profession, provide best marketing knowledge and skills in everyday practice and to future marketers and create **interdisciplinary integration** with other professional fields and organizations.
- SMA is a place of open **communication** and **integration** of all who are embedded in marketing in their everyday work, study, life.



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SMA vision

Develop **relationships** that lead marketing creators and participators to **innovative** contribution in:

- **social** and **economic growth**,
- sustainable **development**,
- **values**.



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Values – in what we believe...

- Integration
- Expertise
- Development
- Innovativeness
- Ethics



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Key activities and projects

- Slovenian Marketing Conference
- Fanfara – Student Marketing Conference
- Marketing Focus
- Monthly meetings

Leading projects:

- Marketing Monitor
- Akademija MM
- Marketing Manager of the Year
- Museum of Slovenian brands

Sections:

- Researchers Section
- Academic Section
- Student Section
- Club of Marketing Directors



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