

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.

SMA vision

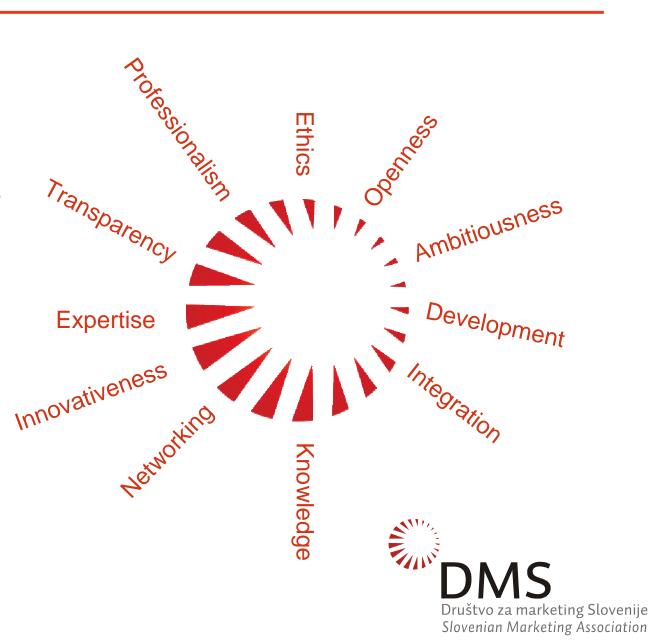
Develope relationships that lead marketing creators and participators to innovative contribution in:

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



Values – in what we believe...

- Integration
- Expertise
- Development
- Innovativeness
- Ethics



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

