

MANAGEMENT SEMINAR

Intelligent Marketing & Sales

AI Marketing Solutions & Customer Intelligence

The St. Gallen management seminar for effective market and customer management

LOCATION

St. Gallen

DURATION

3 days

LANGUAGE

DE / EN

INVESTMENT

CHF 2,400

MANAGEMENT SEMINAR

KEY FACTS

LOCATION

St. Gallen

DURATION

3 days · optional with ECTS

LANGUAGE

German / English

TARGET GROUP

Managers, emerging leaders, entrepreneurs

INVESTMENT

**CHF 2,400
plus 8.1% VAT**

NETWORK

StGallen imt Alumni

STRUCTURE

Modules build on one another. The result: concrete starting points for a coherent approach to the market.

ACCREDITATION

Optional with ECTS accreditation.

ST. GALLEN MANAGEMENT SEMINAR

Understand customers better. Address markets more precisely. Position brands more clearly.

Manage sales and communication as one. Use AI where it adds value.

Fragmented channels, more demanding customers

Managing marketing, sales and brand separately costs impact and market potential.

Markets in transition

Customers today gather information, compare and decide across numerous digital and traditional touchpoints.

The St. Gallen approach to market and customer management

Align market and customer management systematically – strategically grounded and workable in practice.

WELCOME

Grüezi and a warm welcome!

On behalf of the StGallen imt Business School, it is a great pleasure to welcome you to our management seminar "Intelligent Marketing & Sales".

Artificial intelligence is changing the way we lead, decide and create value – fundamentally and irreversibly. This seminar gives you the tools, the methods and the mindset to use AI as a strategic partner in your day-to-day leadership.

"The greatest danger in times of turbulence is not the turbulence itself, but to act with yesterday's logic."

PETER DRUCKER

Our aim: you leave not only with knowledge, but with concrete solutions you can apply immediately to your daily challenges. I look forward to welcoming you personally in St. Gallen.

Prof. Dr. Christian Abegglen

President & Academic Director
StGallen imt Business School



Connecting marketing, sales, brand and communication systematically

The seminar shows how marketing, sales, brand and communication can be led as one coherent management task – so that you understand customers better, address markets more precisely and manage brand communication consistently.

Building on the St. Gallen Integrated Management concept, customer needs, positioning, the customer journey, sales and social media are systematically aligned with one another and connected to strategy, innovation and digital transformation.

One focus is the use of digital tools and AI – for market analysis, segmentation, content generation, personalization and performance management, for example.

AI serves as an instrument for better-founded decisions and more targeted market impact.

Through methods, case studies and transfer work, participants develop concrete starting points for turning fragmented activities into a coherent approach to the market that builds trust and supports sales success.

For managers and specialists in customer-facing roles

The seminar is aimed at managers and emerging leaders, project leads and specialists in customer-facing functions:



The focus is on people who want to achieve greater market, customer and sales impact in their own area – with a sound strategic basis and immediate practical relevance.

CORE OF THE SEMINAR

Customer needs, positioning, the customer journey, sales and social media – systematically aligned with one another.

RESULT

Concrete starting points for turning fragmented activities into a coherent approach to the market.

IN FOCUS

People who want to achieve greater market, customer and sales impact in their own area.

PROGRAMME PROGRESS



Opening: understanding customers and market development.

METHODOLOGY

Models, methods, case studies and transfer work – each module with clearly defined focus areas.

DURATION

Three seminar days in St. Gallen, in German or English.

From understanding customers to transfer

Understanding customers and buying decisions

You analyze customer needs, buying motives and decision-making processes – and combine classic market analyses with Behavioural Insights, customer journey thinking and AI-supported evaluations. The aim: to translate relevant information into concrete measures.

FOCUS AREAS

- Decode customer needs with Behavioural Insights
- Understand buying motives, decision patterns and psychological triggers
- Capture and interpret customer journeys systematically
- Identify the relevant touchpoints in the decision process
- Differentiate target groups by values, motives, behaviour and potential
- Draw on social media analytics and AI-supported evaluations
- Detect trends and weak signals early
- Translate customer and market information into concrete measures

Modules that build on one another connect market and customer logic, positioning and hands-on AI application. The following pages lead through the entire programme with all its focus areas.

Addressing target groups and markets more precisely

Values, motives, behaviour and potential are decisive for segmentation. The seminar shows how to prioritize target groups in a differentiated way and deploy resources where they take effect.

FOCUS AREAS

- Assess target groups and market segments strategically
- Differentiate potential, needs and decision situations
- Prioritize target groups by behaviour, benefit sought and readiness to buy
- Derive tailored market approaches for different segments
- Focus resources on attractive target groups, channels and touchpoints
- Support market and data analyses with digital and AI-based tools
- Turn market data into a sound basis for decisions
- Align fragmented individual activities with a shared market and customer impact

Sharpening brand and positioning

You connect brand identity, customer benefit and positioning systematically. The focus: what a company stands for, and how that positioning becomes credibly tangible through sales, social media, content and service.

FOCUS AREAS

- Clarify brand identity and brand promise
- Develop positioning with impact: clear, differentiating and compatible with sales and communication
- Work out customer benefit and customer value systematically
- Align customer value and pricing models with target groups, market logic and positioning
- Sharpen your positioning against competitors
- Derive brand messages from target group logic and customer benefit
- Use the brand as an anchor of trust and a driver of growth
- Manage brand impact consistently across sales, social media, content, advisory and service
- Support impact measurement with suitable KPIs and brand controlling

Managing sales channels and social media effectively

Classic and digital channels must not be run in isolation. You learn how to design touchpoints consistently along the customer journey and how to embed social media professionally – for less wasted reach and more market impact.

FOCUS AREAS

- Combine classic and digital sales channels sensibly
- Align sales, communication and social media channels effectively
- Coordinate website, social media, platforms, content, advisory and service
- Analyze, prioritize and consistently manage touchpoints along the customer journey
- Embed social media professionally in market development and sales
- Use digital sales channels for visibility, trust and lead generation
- Avoid breaks between channels, wasted reach and contradictory messages
- Connect sales and communication more effectively across channels

PROGRAMME PROGRESS



Positioning and channel management.

FIELDS OF APPLICATION

Market analysis, segmentation, content generation, personalization and performance management.

PROGRAMME PROGRESS

Outward impact:
communication, market and
competition.

PERSPECTIVE

Sharpen messages, assess
market movements, build
resilience against price
pressure.

Aligning communication consistently and close to the customer

Communication becomes effective when messages, target groups and channels fit together. The module covers content, campaigns, social media and the alignment between marketing, sales and communication.

FOCUS AREAS

- Develop communication messages from brand, customer benefit and target group logic
- Align content, campaigns and personal sales communication
- Use digital communication and social media in a targeted way
- Design communication for different decision situations
- Strengthen trust, credibility and relevance in communication
- Prioritize communication channels by target group, buying stage and impact
- Interlock marketing, sales and communication more effectively in the organization
- Ensure consistent messages across classic and digital channels

Understanding competition and seizing market opportunities

You analyze competitors, price pressure, new entrants and disruptive developments – and translate market changes into differentiation, sales priorities and niche strategies.

FOCUS AREAS

- Analyze competitors, substitutes and new entrants
- Assess price pressure, differentiation and market movements
- Build resilience against price pressure, substitutes and new entrants
- Sharpen your positioning against competitors
- Identify relevant market opportunities, niches and growth potential
- Open up international market opportunities and attractive niches systematically
- Recognize disruptive developments and new customer expectations early
- Adapt organizational models, responsibilities and interfaces to market movements
- Interlock strategic marketing with corporate strategy, business development and sales logic

Using AI in marketing, sales and brand management

AI as a practical management instrument: for market analysis, segmentation, content generation, personalization and performance management – including its limits, data protection and quality assurance.

AI is changing analysis, communication, content, personalization and performance management. The seminar treats AI not as short-lived hype but as a practical management instrument for better-founded decisions and more effective work with markets and customers.

FOCUS AREAS

- Use AI for market, customer and data analyses
- Support segmentation, target group assessment and personalization
- Apply social media analytics and digital performance evaluations
- Automate content generation and keep editorial control
- Design automated communication sensibly
- Assess the possibilities and limits of data-based personalization, up to real-time applications
- Use AI as a sparring partner for campaigns, positioning and customer approach
- Deploy AI specifically to strengthen customer focus, personalization and decision quality
- Take data protection, ethics, quality assurance and the limits of AI into account
- Balance human creativity and technological possibilities sensibly

Anchoring innovation and transformation in market management

Digital platforms, changing media use, agile ways of working and sustainability are changing the requirements. You learn how to integrate innovation into your own market and customer work.

FOCUS AREAS

- Rethink marketing and embed it in digital change
- Use digital platforms as a lever for growth
- Apply agile marketing methods such as Scrum and Kanban sensibly
- Use Co-Creation and Design Thinking for customer-oriented solutions
- Connect innovation processes with market, customer and brand strategy
- Integrate innovation processes into the overall strategy
- Reflect on new business models and digital market development
- Take sustainability and purpose into account in brand management and communication
- Examine the organizational conditions for effective transformation in marketing and sales
- Drive successful Change Management in marketing and sales

PROGRAMME PROGRESS



AI in use, innovation and transformation.

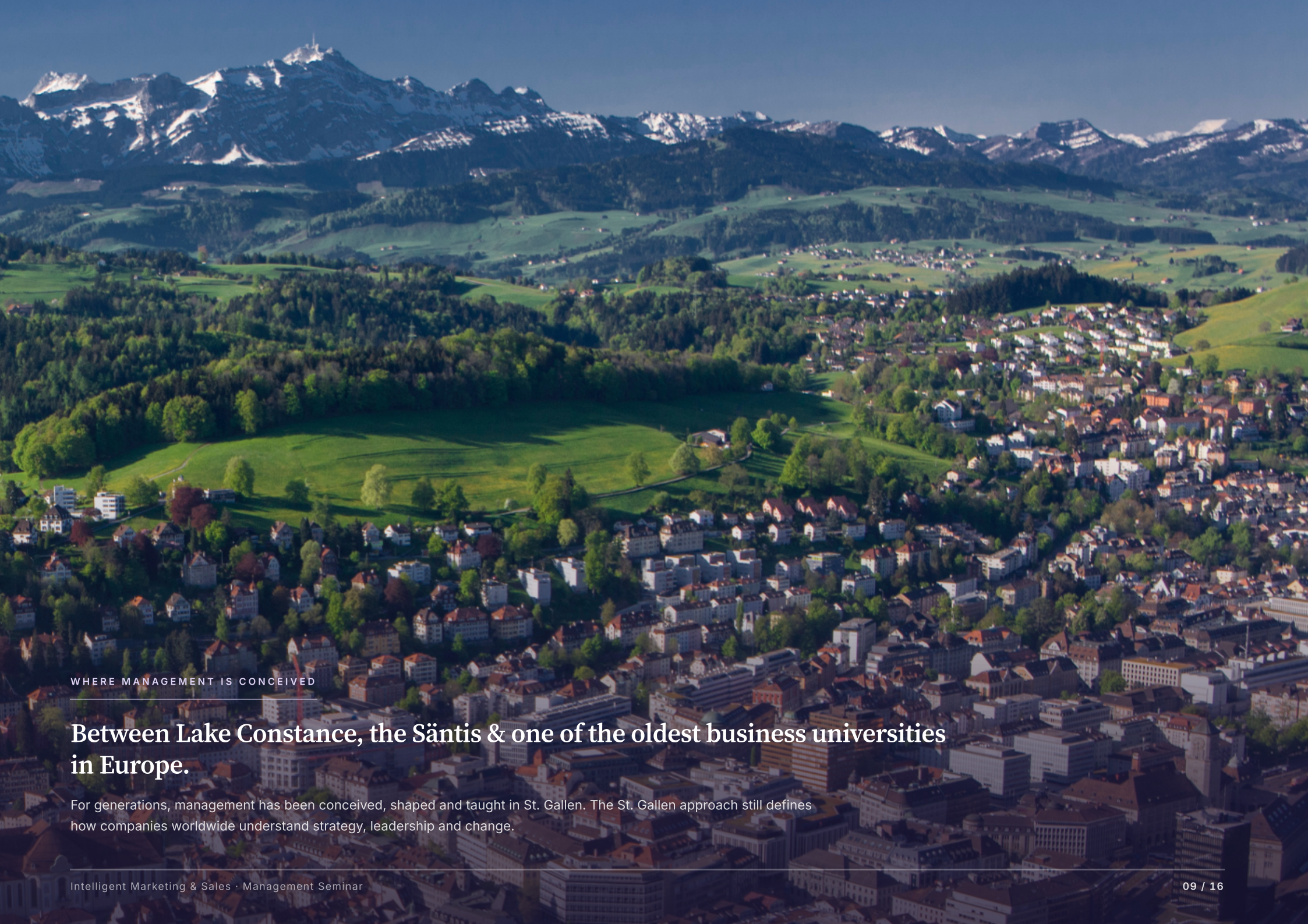
STANCE

AI as a practical management instrument – not as short-lived hype.



LOCATION

St. Gallen Management Valley



WHERE MANAGEMENT IS CONCEIVED

Between Lake Constance, the Säntis & one of the oldest business universities in Europe.

For generations, management has been conceived, shaped and taught in St. Gallen. The St. Gallen approach still defines how companies worldwide understand strategy, leadership and change.

PROGRAMME PROGRESS

Conclusion: transfer into your own management practice.

YOUR RESULT

Concrete starting points for a coherent approach to markets and customers.

Transfer into your own management practice

You identify the biggest levers in your own area of responsibility and develop concrete starting points for a coherent approach to markets and customers – strategically grounded and ready to apply.

FOCUS AREAS

- Reflect on your own market and customer work in a structured way
- Recognize strengths, gaps and untapped potential in your current market work
- Identify the key levers for positioning, channels, communication and AI
- Bundle fragmented activities and align them with a shared impact
- Derive concrete measures for your own area of responsibility
- Set priorities for implementation
- Prepare the transfer into your organization, team and daily leadership

YOUR RESULT

Concrete starting points for turning fragmented activities into a coherent approach to the market that builds trust and supports sales success. This is how you strengthen market, customer and sales impact in your organization.

Managing markets and customers more purposefully

You can manage markets and customers more purposefully: you understand how customers decide, how target groups are addressed in a differentiated way, and how positioning, brand, sales channels, social media and communication work together.

You gain concrete starting points for turning fragmented activities into a coherent approach to the market – with clearer messages, better channel management and closer alignment between marketing, sales, brand and communication. You also learn how to use AI and digital tools sensibly for analysis, content, personalization and performance management.

TANGIBLE BENEFITS

- ✓ Recognize customer needs, buying motives and decision patterns more clearly
- ✓ Manage target groups, customer journeys and touchpoints more systematically
- ✓ Sharpen positioning, brand message and market presence
- ✓ Connect classic sales channels, digital channels and social media more effectively
- ✓ Align marketing, sales, brand and communication more closely
- ✓ Use AI more purposefully for analysis, content, personalization and management
- ✓ Develop concrete measures for your own area of responsibility

YOUR RESULT

Concrete starting points for turning fragmented activities into a coherent approach to the market.

IMPACT

Clearer messages, better channel management and closer alignment between marketing, sales, brand and communication.

FACULTY

Leading experts from academia and practice – with years of experience in marketing, sales and communication.

EXCHANGE

Participants from different functions, industries and companies contribute their own experience, questions and perspectives.

NETWORK

StGallen imt Alumni

Five features that make the difference

- 01 The St. Gallen management approach**
Marketing, sales, brand and communication are not viewed in isolation but understood as one integrated management task.
- 02 Practice, not theory**
Models, methods, case studies and transfer work help you derive concrete measures for your own area of responsibility.
- 03 Peer-to-peer exchange**
Participants from different functions, industries and companies contribute their own experience, questions and perspectives.
- 04 Lecturers from practice and academia**
The seminar combines conceptual grounding with concrete management practice.
- 05 A basis to build on**
The seminar can serve as a stimulus for your own development and as an entry point to further programmes and seminars at the StGallen imt Business School.

ACADEMIC LEADERSHIP

**Dr. Christopher Pawlak**

ACADEMIC DIRECTOR

Executive Council

Key information at a glance

All the key facts about the “Intelligent Marketing & Sales” management seminar – dates and registration are on the following page.

LOCATION	St. Gallen
DURATION	3 days · optional with ECTS
LANGUAGE	German / English
TARGET GROUP	Managers, emerging leaders, entrepreneurs
INVESTMENT	CHF 2,400 · plus 8.1% VAT
NETWORK	StGallen imt Alumni

TERMS



Monika Dutkiewicz
CONSULTATION AND
REGISTRATION

info@imtschool.ch
+41 71 277 60 00

ADDRESS

StGallen imt
Business School
Dufourstrasse 150
9000 St. Gallen ·
Switzerland

NOTE

Corporate dates can be
scheduled individually –
contact us.



“

Continuously questioning yourself and developing further
is essential for lasting success.

Dr. Manfred Wittenstein
FOUNDER AND OWNER · WITTENSTEIN

REGISTRATION

REGISTER ONLINE NOW



Scan the QR code with your smartphone or visit **imtschool.ch** and select the “Intelligent Marketing & Sales” seminar.

TERMS

CHF 2,400 · plus 8.1% VAT
3 days · St. Gallen
German / English

NOTE

Corporate dates can be scheduled individually – contact us.

Registration form

Intelligent Marketing & Sales · 3 days · St. Gallen

SELECT SEMINAR DATE *

The following dates are available as alternatives.

2026

☐ 30.11.–02.12.2026 St. Gallen GERMAN

2027

☐ 14.–16.06.2027 St. Gallen GERMAN

☐ 02.–04.08.2027 St. Gallen ENGLISH

☐ 29.11.–01.12.2027 St. Gallen GERMAN

PERSONAL DETAILS

* Required fields

SALUTATION *

☐ Mr. ☐ Ms. ☐ Other

TITLE	FIRST NAME *	LAST NAME *

COMPANY *

POSITION *

POSTCODE *	CITY *	COUNTRY *

EMAIL *	PHONE *

RETURN THE COMPLETED FORM TO

info@imtschool.ch

StGallen imt Business School · Dufourstrasse 150
9000 St. Gallen · Switzerland
+41 71 277 60 00 · imtschool.ch



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and Technology*

StGallen imt Business School

Dufourstrasse 150 · 9000 St. Gallen · Switzerland

info@imtschool.ch · +41 71 277 60 00 · imtschool.ch