

# BAED

Business Administration  
and Economics  
Department



UNIVERSITY  
*of York*

Europe Campus

**CITY College**

# GUEST LECTURE

# Sales and Marketing Synergy

Thursday, 3 November 2022

16:00-17:00

Auditorium (Sofou Building)

GUEST SPEAKER

## Dionissis Dimas

Head of Hotel and B2B Department, COCO-MAT



The event is going to take place in the context of the unit 'International Business Strategy'.

Attendance is compulsory for BAED Level III students

The event is open to all undergraduate, postgraduate and MBA students from all courses.

The module contributes to the following employability profile attributes

