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How to thrive in the fast-changing world of marketing

Posted [March 26, 2012](#) at 3:52 pm by [Melanie Marquez](#)

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ST. PETERSBURG, Fla. (March 26, 2012) – How to thrive in the fast-changing world of marketing is the subject of the next Walgreens Bayside Business Forum presented by the Dean's Advisory Council of the College of Business at the University of South Florida St. Petersburg.

Focused on the 2011 IBM Global Chief Marketing Officer Study, the April 20 forum will feature Carolann Kohler, Oracle Alliance Market Leader at IBM, who will outline three key imperatives that emerged from the study, "From Stretched to Strengthened."

The world of marketing has been up-ended by the explosion of data, the rise of social media, the proliferation of channels and devices, and shifting consumer demographics, according to the study, conducted through in-depth interviews with more than 1,700 CMOs worldwide.

"In these times of change, chief marketing officers and marketing teams are experiencing a seismic shift in the way they create value and deliver it to customers," said Maling Ebrahimpour, dean of the College of Business at USF St. Petersburg. "We are fortunate to have someone with Carolann Kohler's stature join us for this important session."

The Walgreens Bayside Business Forum focuses on interdisciplinary collaborations shaping Florida's business future.

WHAT Walgreens Bayside Business Forum | From Stretched to Strengthened

WHEN Friday, April 20 | 7:30 a.m. to 9:00 a.m.

WHERE Franklin Templeton, 100 Fountain Parkway North, St. Petersburg, FL

DETAILS The forum is free and open to the public. Continental breakfast and coffee will be served. Seating is limited, so reservations are requested by calling [\(727\) 873-4992](tel:(727)873-4992) or e-mailing bbf@stpete.usf.edu by Wednesday, April 18.

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