

BAED

Business Administration
and Economics
Department



GUEST LECTURE

The Creation of a Greek Fashion Brand

A photograph of a diver underwater with arms outstretched, set against a dark blue background. The word 'MED' is overlaid in large white letters.

MED

Tuesday 21 May 2024

20:00 - 21:00

Lecture Room 8.1, 8th floor, Leontos Sofou Bldg.

Guest Speaker

Efthimis Chatzivasileiou

MED Founder



In the context of the **Strategic Brand Management** module.
Compulsory for the MA Marketing, Advertising and PR students
and for the MSc Neuromarketing students
Module leader: **Dr Alexandros Kapoulas**