

Marketing

Objectives

To understand international markets and define the best marketing strategy to develop business in a global world.

Description

- Defining a marketing strategy in an international Context.
 - An international market or international markets?
 - Definition of marketing.
 - Key issues for a European approach versus an international strategy.
 - A marketing mix.
- Marketing Business Cases.
 - To support theory by real situations.
 - To share international experiences with students.
- Understanding the international Consumer.
 - How can we define an international consumer?
 - Do we have consumer research to better understand the consumer?
- The International Distribution Network.
 - How can we prepare business for an International distribution network?
 - What are the key issues for trade?
 - How can we define a price policy?
- Communication Strategy.
 - How can we develop a communication strategy?
 - How can we develop an advertising campaign?
- Preparing an international Recommendation.
 - Approaching the trade dimension - store check.
 - To prepare the business case and understand trade issues, focusing on pharmacies, supermarkets and the Internet.
 - Work-out session on Aquafresh case.
- Sharing Experience with Professionals.
 - Discussion of the alcohol business.
 - International Brand Management
 - Marketing of Services in Europe.