

## Markets & Marketing in the EU

### Objectives

- To understand European markets and define the best marketing strategy to develop business in Europe.
- Sub-Objectives:
  - To position a European strategy within a global strategy.
  - To highlight the diverse approaches to European marketing.
  - To focus on the multidimensional character of European marketing.

### Description

- Defining a European Marketing Strategy in a European Context.
  - A European market or European markets?
  - Definition of European marketing.
  - Key issues for a European approach versus an international strategy.
  - A European marketing mix.
- Marketing Business Cases.
  - To support theory by real situations.
  - To share European experiences with students.
- Understanding the European Consumer.
  - How can we define a European consumer?
  - Do we have consumer research to better understand the European consumer?
- The European Distribution Network.
  - How can we prepare business for a European / 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 within a European strategy?
  - How can we develop an advertising campaign of European dimension?
- Preparing a European 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.
  - European policy.
  - European legal issues.
  - European communication.
  - International Brand Management
  - Marketing of Services in Europe.