

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.