

Marketing Strategies

CUSTOMERS

This course highlights the main marketing basics and tools and combines the most recent theoretical know-how with field-tested solutions. The aim is to understand future strategies and define marketing objectives for success in a global environment.

Marketing Strategies - 19th - 20th January 2021

- Introduction to marketing and markets
- Marketing research: Desk and Field Research
- Marketing objectives
- Marketing strategies
- Customer oriented strategies
- Competition oriented strategies

Top speakers

- Prof. Dr. Sascha Götte, Lucerne University of Applied Sciences & Arts

What our students said

- I have learned a lot and it was practical
- Marketing on a very professional level
- Very skilled and pleasant presentations
- Great course!

This course is conducted as an online course!

Course fee/ module: CHF 1'400.--
Course language: English
Registration: www.iimt.ch or iimt@unifr.ch