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

Marketing Strategies - 18th - 19th January 2022

- Introduction to marketing and markets
- Marketing research: desk and field research
- Marketing objectives
- Marketing strategies
  - Customer oriented strategies
  - Competition oriented strategies
  - Cooperation and concentration strategies

Top speaker

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

What our students said

- I have learned a lot and it was very practical
- Interesting and interactive
- Very skilled and pleasant presentations

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