

Marketing Strategies



This course highlights the main marketing strategies and tools and to combine 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 - 17th - 18th January 2023

- Marketing and markets
- Marketing research
- Marketing objectives
- Marketing strategies
 - Customer oriented strategies
 - Competition oriented strategies
 - Cooperation and concentration 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
- 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