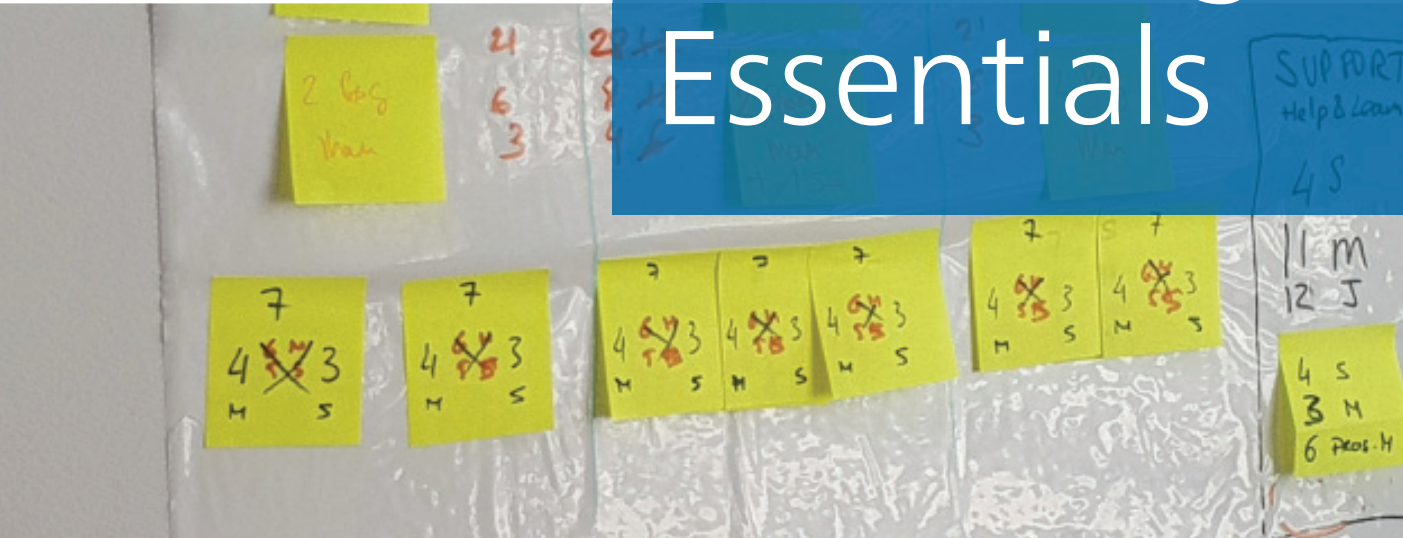


Marketing Essentials



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

Marketing Essentials - 17th - 18th January 2019

- 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
- Lars Losinger, BKW ISP AG

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