

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 - 18th - 19th January 2018

- Introduction to marketing and markets
- Marketing research: Desk and Field Research
- Marketing objectives
- Marketing 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

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