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Target

- » President
- » Sales and marketing manager□
- » Key account manager
- » product manager

▲Top

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Objective

□□□□ You will

» be well acquainted with the importance of an intensified

orientation for markets and customers

» learn new marketing methods, tools and instruments

» work on

multidimensional marketing

international case study with real data

▲Top

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Methods

» **speech / training, interaction, workshop, group dynamic**

learning

» **mind sessions, individual and collective feed back**

» **brain gym**

▲Top

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Content

□□□□ **Multidimensional integrated international marketing**

□□□ **Workshop**

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□□□ **Through a global case study, a marketing strategy will be realized live**

e.g.

» **Customer oriented Marketing**

» **Strategic Marketing**

» **Visionary Marketing**

» **Operative Marketing**

» **Global Marketing**

» **Euro-Marketing**

» **Regional Marketing**

- » **Product Marketing**
- » **CIM Marketing**
- » **Bench marking**
- » **Service Marketing**
- » **Mimetic Marketing**
- » **Direct Marketing**
- » **Database Marketing**
- » **[Call Center Management / Telemarketing](#)**
- » **Profit Marketing**
- » **e-Marketing**

▲**Top**

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