17th International Project Week 2015
4th – 8th May 2015

Project Description

Lecturer: Fredericus Otto

University/Company: Windesheim University of Applied Sciences

Country: Niederlande

Marketing in Practice; Image-gap Analysis (Marketing is Fun!)

Content:
Strategic reconnaissance, setting a strategic course of action, validating one's identity by doing field research on one's reputation and translating possible gaps into operational 4/6P-mix actions.

Methods: Lectures, Q&A-support classes, practical job support

Competences and skills to be acquired:
Strategic thinking, analytical and creative capabilities, linking theory and practice

Prerequisite:
Students:
• should have knowledge of marketing basics in a broad sense and preferably should have covered topics like segmentation, distinctive competitive strategic propositions.
• should bring along marketing books for theoretical support

Language of instruction: English

Suitable studies: SoMa, BW/IBW