



GLOBE BUSINESS COLLEGE MUNICH

MARKETING MANAGEMENT

Content

- The Marketing Concept
- The Evolution of Marketing
- Customers Defined
- Meeting Customer Needs
- The Marketing Matrix
- Marketing Management Decision Making
- Structures and Competencies to Support Marketing
- Marketing in Practice

Course Details

Dates:

Location

Globe Business College Munich
Maximiliansplatz 5, 80333 Munich
Tel.: +49 (0) 89 59 99 08 45
www.globe-college.com

Conditions

Minimum number of ten course participants required.
Discounts for group bookings of over five people.

Course Objectives And Content

This course is aimed at managers or individuals who would like to broaden their understanding of marketing and develop marketing competencies. The course is very practically orientated and is aimed at assisting the participant not just in understanding key marketing theories but also applying these in the real life business context. In facilitating this, an innovative marketing matrix is used which provides participants with a holistic view of various marketing approaches and assists them in implementing these in a practical context.

Cost: €450 per participant (€ 420 if taken as part of the Mini-MBA programme)

Discounted price of € 220 for the first seminar course taken at GBCM.

Registration Form

Please complete and fax to (0) 89 59 99 08 46 or post to address above

Name

Address

PLZ /Ort

Tel.

Email

I herewith accept that the cost per participant is due upon registration.

Full refund for cancellations up to one week before the course commencement. No refunds thereafter.

Participants will be awarded an official GBCM Course Certificate following successful completion of the entire course.

Signature
