

Crash Course - Management, Marketing & Economics

General information

- **What?** A one week crash course to refresh insights in the basics of Management, Marketing and Economics
- **How?** The crash course consists of
 - ✦ Six mornings/afternoons (Monday - Saturday) on campus training
 - ✦ Independent study at home
 - ✦ Final screening quiz
- **When?** 19 - 24 September (Dutch and English version)
- **For whom?** Enthusiastic students who have a different background than Economics and who want to master the fundamental principles of Management, Marketing and Economics
- **By whom?** Bruno De Pauw, a coach and advisor for start-ups and scale-ups

Content

CHAPTER 1: Research

- Methods to observe and understand your business surroundings
- Marketing research

CHAPTER 4: Economic Background

- Economic principles
 - 4P's
 - Break-Even
- Value Chain
- Demand and Supply

CHAPTER 2: Marketing mix

- 4P's en 4C's of Marketing
- Product Life Cycle
- Strategies
 - Product/brand
 - Marketing
 - Communication

CHAPTER 5: Marketing Warfare

- Principles of Force
- Strategic Square

CHAPTER 3: STP

- Segmentation
 - Reasons
 - Methods
- Targeting
 - Methods
 - Cost Efficiency and Effectiveness
- Positioning
 - Tactics
 - Tips

CHAPTER 6: Marketing Plan & Map

- Situation Analysis
- Marketing Segmentation
- Marketing Strategies

CHAPTER 7: Business Plan

- Basic Key Concepts
- In Depth View Plan