

Crash Course - Management, Marketing & Economics

General Information

- **What?** A one week crash course to gain insights in the basics of Marketing and Economics
- **How?** The crash course consists of
 - One day on site training in your bubble
 - One online session of three hours
 - Two days independent study at home
 - One day on site recap session
- **When?** TBD
- **For who?** Enthusiastic students who have a different background than Economics and who want master the fundamental principles of Marketing and Economics.
- **By who?** 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 2: Marketing Mix

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

Chapter 3: STP

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

Chapter 4: Economic Background

- Economic Principles
 - 4 P's
 - Break-Even
- Value Chain
- Demand and Supply
- Liquidity, Solvency an Profitability

Chapter 5: Marketing Warfare

- Principles of Force
- Strategic Square

Chapter 6: Marketing Plan & MAP

- Situation Analysis
- Market Segmentation
- Marketing Strategies

Chapter 7: Business Plan

- Basic Key Concepts
- In Depth View Plan