

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
 - ❖ Three days on campus training
 - ❖ Two days independent study at home
 - ❖ Final screening quiz
- **When?** 13 - 18 September 2021 (Dutch and English version)
- **For whom?** Enthusiastic students who have a different background than Economics and who want master the fundamental principles of Management, 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 and 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