

# International Marketing provides new opportunities

Where Barbie went wrong in China

## TeilnehmerInnen:

Für SchülerInnen ab dem 3. Jahrgang HAK, der 3. Klasse HAS oder Kfm. Kolleg, die wissen wollen, was nationales von internationalem Marketing unterscheidet und wie Marketing auf neue Märkte abgestimmt werden muss.

## Objectives:

- Adapt marketing successfully to an international environment
- Understanding of the importance of own and different cultures and conditions
- Application of international marketing to achieve sustainable establishment and expansion of new markets

## Contents:

- Basis of international marketing and its strategic integration into the corporation
- Correlation of integrated internationalization-strategy and international marketing
- Foreign engagements and exports as a chance in times of crisis
- Culture and cultural models, including intercultural communication
- Relevance of time, space, and financial resources
- Cultural neutral and sensitive products and services
- Information procurement and international market research
- Which products for which markets?
- Market analysis, segmentation and –selection (targeting)
- Adaption and differentiation of product, price, distribution and communication policy
- Usage of intercultural differences in marketing
- International Key Account Management IKAM
- Real case studies, joint elaboration of solutions, inputs, discussions

## Termin und Seminarort:

Samstag, 23. Februar 2019, 10.00 bis 17.00 Uhr

Sonntag, 24. Februar 2019, 10.00 bis 14.00 Uhr

Park Residenz Döbling, Hartäckerstraße 45, 1190 Wien

## Maximale TeilnehmerInnen-Anzahl:

20 Personen

(Der Zeitpunkt der Anmeldung entscheidet über die Teilnahme am Seminar. Je früher, desto besser!)

## Teilnahmegebühr:

€ 85,- pro Person für das gesamte Seminar inklusive Verpflegung und Skripten.

## Seminardiplom:

Jede Teilnehmerin und jeder Teilnehmer bekommen am Ende des Seminars ein Seminardiplom überreicht.



## Referent: Mag. Konrad Noé-Nordberg

[www.noe-nordberg-consulting.com](http://www.noe-nordberg-consulting.com)

Management Consultant, Lecturer, Trainer and Coach. Focus: Sales, Interculturalism and Internationalization, Marketing, Negotiation, Leadership and Team-Management, Organizational Culture. More than 20 years of practical experience as executive and international sales- and marketing manager in numerous industries.

MBA (Vienna University of Economics and Business), Specialist subject: Foreign Trade. Certified Business Trainer, Certified Trainer for Adult Education, Certified Coach, Certified DISC®-Trainer.