UNIVERSIDAD TORCUATO DI TELLA

Draft Global Marketing Program - Buenos Aires, February 5 - 23, 2024

WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

Week 1

	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
Date	Sunday 5	Monday 5	Tuesday 6	Wednesday 7	Thursday 8	Friday 9	Saturday 10	Sunday 11
08:00	Arrival day						Weekend - no class	
08:30		Classroom: SV304						
09:00		Introduction to the course, Environmental analysis; Market Assessment & selection 9:00-12:30 Riina Koris	Introduction to International Marketing Mix Decisions - Riina Koris	Segmentation, Targeting & Positioning in Global Markets - Riina Koris 9:00-12:30	Segmentation, Targeting & Positioning in Global Markets - Riina Koris 9:00-12:30	Business Environment in Argentina - Jorge Almada 9:00-12:30		
12:30		Welcome lunch - Room: main cafeteria						
14:30		City tour. The bus will depart at 2.30 from the UTDT main entrance and will return to the same spot at 18.30 approx. Please be punctual.	Project Work	Project Work	Project Work	Tnago lesson. Room: SV303		

Week 2

	MON	TUE	WED	THU	FRI	SAT	SUN
Date	Monday 12	Tuesday 13	Feburary 14	Feburary 15	Feburary 16	Feburary 17	Feburary 18
08:00	Carnival - no class					Weekend - no class	
08:30			Classroom: SV304				
09:00			World Trade Organization, Trading Blocs, International Supply Chain, Entry Modes, International Performance Evaluation - Jorge Almada 9:00-12:30	Culture & Global Marketing - Jorge Almada 9:00-11:45	Emerging Industries and B2B in Global Trade, Globalization, Global Portfolio and Global Branding - Jorge Almada 9:00-12:30		
14:30			Austrian Center for Foreign Trade visit (only WU students)	Toyota company visit	Surprise activity. Room: A3		

Week 3

	MON	TUE	WED	THU	FRI	SAT
Date	Feburary 19	Feburary 20	Feburary 21 - Jorge Almada	Feburary 22	February 23	Feburary 24
08:00	Deadline MILESTONE 2 8:00					Departure Day
08:30		Classroom: SV304				
09:00	Marketing Research - Barbara Stöttinger 9:00-12:30	Global Distribution Decision; Global Pricing Decisions - Barbara Stöttinger 9:00-12:30	Global Communication Decisions - Barabara Stöttinger 9:00-12:30	Contemporary Issues in International - Barba Stöttinger and Jorge Almada Marketing, Final Project Preparation 9:00-12:30	Final Presentations 9:00-12:30	
13:00					Closing ceremony. Room: FUD	
14:30	Project Work	Project Work	Project Work	Project Work		
18:30	Company visit La Fuerza					