UNIVERSIDAD TORCUATO DI TELLA

WU WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

Buenos Aires Global Marketing Program 2023
January 2023 version - may be subject to change - Room: A110

		Week 1							Week 2							Week 3					
	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
Date	January 29	January 30	January 31	February 1	February 2	February 3	February 4	February 5	February 6	February 7	February 8	February 9	February 10	February 11	February 12	February 13	February 14	February 15	February 16	February 17	February 18
08:00	Arrival day						Weekend - no class		Deadline MILESTONE 1 8:00					Weekend - no class		Deadline MILESTONE 2 8:00					Departure Day
08:30		Check In																			
09:00		Introduction to the Course, Environmental Analysis; Market Assessment & selection 9:00-12:30 Riina Koris	Introduction to International Marketing Mix Decisions 9:00-12:30 Riina Koris	Segmentation Targeting & Positioning in Global Markets 9:00-12:30 Riina Koris	Segmentation Targeting & Positioning in Global Markets 9:00-12:30 Riina Koris	Business Environment in Argentina 9:00-12:30 Jorge Almada			International Operations & Argentina Infrastructure 9:00-12:30 Jorge Almada	International Commercial Strategy 9:00-12:30 Jorge Almada	Market Entry Modes 9:00-12:30 Jorge Almada	Culture & Global Marketing 9:00-12:30 Jorge Almada	Global Product Decisions 9:00-12:30 Jorge Almada			Marketing Research 9:00-12:30 Thomas Freudenreich	Global Distribution Decision; Global Pricing Decisions 9:00-12:30 Thomas Freudenreich	Global Communication Decisions 9:00-12:30 Jorge Almada	Contemporary Issues in International Marketing, Final Project Preparation 9:00-12:30 Thomas Freudenreich	Final Presentations 9:00-12:30 Jorge Almada, Thomas Freudenreich	
09:30																					
10:00																					
10:30																					
11:00																					
11:30																					
12:00																					
12:30		Welcome Lunch																		Closing Ceremony	
13:00																					
13:30																					
14:00		Project Work		Project Work	Company Visit	Project Work			Project Work	Project Work	MÖOI Company Visit	Project Work	Project Work			Project Work	Project Work	Project Work	Project Work		
14:30			City tour																		
15:00																					
15:30																					
16:00																					
16:30																					
17:00									Tango Lesson and Intercultural Evening												
17:30																Surprise Activity					
18:00																					
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