

# KaosPilots Team 13

# Week 46

## Marketing and Branding

Learning Goal	<p>The goal is to provide the students with a general introduction to Marketing and Branding – the basic theory, the terminology, cases and how to work with Marketing and Branding towards customers.</p> <p>The goal is further on for the students to get basic knowledge and understanding about the market, the marketing process, branding, identity build-up and communication strategies. This through theoretical input and presented cases.</p> <p>In addition to theoretical input the students will work in groups with external customers testing theory in practice.</p>
Teachers	Dag Inge Fjeld, Marketing and Branding ( <a href="http://www.sosioraster.com">www.sosioraster.com</a> ) Poul Kelberg, boxing trainer and head of Fightclub.dk Kasper Arentoft (LearningZone)
Litterature	Articles provided by Dag Inge Fjeld See list of literature
Hosts	Anna, Rune and Pontus

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### Monday 13/11

09:00 – 12:00	Target groups and how to influence: Sosioraster and consumer behaviour (Dag Inge Fjeld)
13:00 – 16:00	Target groups and how to influence: Sosioraster and consumer behaviour (Dag Inge Fjeld)

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### Tuesday 14/11

09:00 – 12:00	Positioning and strategies for launching new concepts and products (Dag Inge Fjeld)
13:00 – 16:00	Positioning and strategies for launching new concepts and products (Dag Inge Fjeld)

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### Wednesday 15/11

09:00 – 13:00*	How to maintain established brands (Dag Inge Fjeld)
13:00 – 14:00	Lunch
14:00 – 14:30	Information, question from Team Managers – and setting the dates for team meetings
14:30 – 16:00	Working with “Engodsag.dk”

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### Thursday 16/11

09:00 – 12:00	<b>Group X:</b> Physical training
09:00 – 12:00	<b>Group Y:</b> Time for own disposal
13:00 – 16:00	<b>Group Y:</b> Physical training
13:00 – 16:00	<b>Group X:</b> Time for own disposal

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### Friday 17/11

09:00 – 12:00	Presentation of customers for Marketing projects
13:00 – 16:00	Dividing into groups for the Marketing projects (Kasper)

\*Notice – lunch is first at 13.00