

# KaosPilots Team 13

# Week 47

## 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	Hannes Ley, former KaosPilot and now working with Branding and Marketing in Germany ( <a href="http://www.thisgunisforhire.com">www.thisgunisforhire.com</a> ) Poul Kelberg, boxing trainer and head of Fightclub.dk
Litterature	Articles provided by Dag Inge Fjeld See list of literature
Hosts	Christian S, Sara and November Sky

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### Monday 20/11

09:00 – 12:00	Catching up from Fridays process – and group work with Marketing projects
13:00 – 16:00	Marketing and Branding – by Hannes Ley

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### Tuesday 21/11

09:00 – 12:00	Marketing and Branding – by Hannes Ley
13:00 – 16:00	Group work with Marketing projects – support, feedback, input and coaching by Hannes Ley

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### Wednesday 22/11

09:00 – 12:00	Group work with Marketing projects – support, feedback, input and coaching by Hannes Ley
13:00 – 16:00	Working in groups

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### Thursday 23/11

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

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### Friday 24/11

09:00 – 16:00	Group work with Marketing projects
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