

KaosPilots Team 13

Week 48

Marketing and Branding

Learning Goal 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.

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.

In addition to theoretical input the students will work in groups with external customers testing theory in practice.

Teachers Dag Inge Fjeld, Marketing and Branding (www.sosioraster.com)

Litterature Articles provided by Dag Inge Fjeld
See list of litterature

Hosts Christian L, Henrique and Gaute

Monday 27/11

09:00 – 16:00 Group work with Marketing projects – support, feedback, input and coaching by Dag Inge Fjeld

Tuesday 28/11

09:00 – 16:00 Group work with Marketing projects – support, feedback, input and coaching by Dag Inge Fjeld

Wednesday 29/11

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

Thursday 30/11

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

Friday 01/12

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