



THE EUROPEAN PARTNERSHIP PROGRAMME

MARKETING MANAGEMENT

AGENDA

24th May 2023, 14.00-16.30 CET

Main topics of the session:
1) Marketing for SMEs and Start-ups
2) Applying a marketing plan

14.00-14.10	Introduction	Gabriella Dellino
14.10-15.20	Marketing basics How to define the marketing environment, objectives and targets. Choose a strategy and measure performances. Participants will be invited to evaluate their marketing strategy. Participants will compare and discuss different marketing strategies.	Annamaria Annicchiarico
15.20-15.30	Break	
15.30-16.15	Applying a marketing plan Differentiate marketing by segmentation and adapt it to products and services Participants will be invited to classify their products/services per target Choose prices and communication tools Participants compare their different experiences on the matter	Annamaria Annicchiarico
16.15-16.30	Final remarks, possible future developments and conclusions	

Within the time limits and the online presentation, the two modules will see the direct involvement of the participants who will be able to present real concrete cases of their business.

